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## PERCEPTION AND AWARENESS AMONG MOTHERS ON T.V VIEWING OF CHILDREN IN JAMMU

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**Abstract:-**The present research was conducted to study the Mother's perception regarding T.V viewing of children. The sample comprised of 100 respondents from Gole, Talab Tillo, Jammu. Tool used for the study was self devised interview schedule. Data was collected through personal home visits. Findings revealed that T.V watching was preferred by all the sample children. Children were fond of T.V watching and their most favorite programs were cartoons, sports related programs and reality shows. Majority (92%) of mothers were aware about the programs being watched by their children on T.V but they were not aware about the details of these programs and moreover they did not accompany their children while watching T.V as they were busy in their work and children watch programs on their own. Educational programs like discovery, news and quiz contests have positive impact on children whereas low performance in the academics, unhealthy schedule of eating and other health related problems were the negative impact of T.V as revealed by majority of mothers.

**Keywords:** Perception, accompany, impact, awareness.

### INTRODUCTION

Television has an influence on children from a very young age and affects their cognitive and social development (Elkind, 2007; wright et al 2001). Electronic media play a role in children's socialization. Television programs , movies , and even the internet provide children with a window into popular culture. Children can come to appreciate norms and standards of conduct by watching social actors in fictional stories and can even experience emotional and social situations in a vicarious way through the media. According to a study by khan (1990), children (55-77%) rescheduled their eating , sleeping , study and play activities , according to their favorite T.V programs. Maximum rescheduling was done in case of play and much more viewing was reported on Saturdays and Sundays rather than on week days.

Television viewing constitutes a chunk of children's leisure time activities, dance, shows, films, sports, and advertisements are the most popular with the children. Most parents want to admit their children to classes to keep them away from unaided watching of television. Study also shows that children are selective about the programs they watch or hear. They enjoy fantasy, action, adventure, and fast paced programs and film(Aparna,2006).

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#### **PARENTAL INFLUENCE ON CHILDREN'S MEDIA EXPERIENCES:**

Parents can play an important and positive role in how electronic media affect young children's lives: they can not only enhance the benefits but also reduce the risks associated with children's media exposure. Parents who watch pro-social programming with their child and reinforce the messages in different portrayals can enhance their child's pro-social learning. Parents were concerned about unhealthy food advertising to children (63.7%), use of popular personalities (67.7%), toys (76.4%) and advertising volume (79.7%) older parents of high socioeconomic status (SES), with fewer household televisions were more likely to be aware odds ratio (OR) 2.96 (95% C I: 1.55-5.65). Parents supported a change from self-regulation (92.8%), (86.8%) and, to a lesser extent, a ban on all food advertising (37.3%). (Morley,2008).

By helping children think critically about potentially harmful content in the media, parents can also reduce the impact of media violence. One of the study found that parents were very concerned about the amount of vulgar shows (71%) and violence (58%) their children were exposed to via T.V. Nearly two-third of parents (63%) favored new regulations to limit the amount of sex and violence on T.V shows during the early evening when children were most likely to watch(Walia,2011).

In general, it is essential for parents to monitor the media content their children view and find attractive. Such parental involvement is arguably more important than establishing rules about how much time children can spend watching TV or playing video games. Guiding children's media choices and helping children become critical consumers of media content can foster the pro-social benefits of spending time in front of a screen while preventing some of the risks.

#### **RESEARCH METHODOLOGY:**

##### **Methodological framework for the present study is as under:**

1. Sample: The sample for the study comprised of two groups, one group comprised of children in the age group of 6-12 years and mothers of the respective children.
2. Sample size: Sample for the study was comprised of 100 respondents (50 children and 50 mothers).
3. Locale of the study: Study was carried out in Jammu in 2014 and the areas of the study included Sharika nagar, Gole colony, Gole Panjpeer and Near Baba Sehaj nath Ji Temple.
4. Sampling Technique: Snowball sampling technique was used for the study.
5. Tools used for data collection: Self-devised interview schedule was used on issues related to:

- (a) Demographic characteristics of the respondents,
- (b) Mother's perception about effect of T.V on issues related to:  
Eating patterns, sleeping and playing pattern of children.
- (c) Mother's perception about effect of T.V viewing on academic performance of children.

**6. Data analysis:** Data was analyzed both qualitatively and quantitatively.

#### **RESULTS AND DISCUSSION:**

The results of the study are presented as under:

#### **DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS:**

**TABLE 1. Age-wise distribution of children**

Age of children	N=50	%
6-8 years	18	36%
8-10 years	15	30%
10-12 years	17	34%
<b>Total</b>	50	100%
<b>Age-wise distribution of Mothers</b>		
Age (in years) of respondent mothers	N=50	%age
30-32	14	28%
32-34	16	32%
34-36	15	30%
36-38	3	6%
38-40	2	4%
<b>Total</b>	50	100%

This table reveals that 36% children were in the age group of 6-8 years and about 34% children were in the age group of 10-12 years whereas remaining 30% were in the age group of 8-10 years. Results show that (32%) of the mothers were in the age group of 32-34 years, (30%) were in the age group of 34-36 years, (28%) in 30-32 years, (6%) in the age group of 36-38 years and remaining (4%) were in the age group of 38-40 years.

**TABLE2. Favorite T.V channels of children :**

Favorite TV channels	Boys N =25%	Girls N= 25%
Zee T.V	23 (92%)	25 (100%)
Star plus	4 (16%)	20 (80%)
Cartoon Network/POGO	25 (100%)	25 (100%)
Discovery	10 (40%)	6 (24%)
Life ok	22 (88%)	24 (96%)
Star sports	25 (100%)	--

\*multiple responses

Results of the study revealed that T.V watching was liked by 100% respondent children and regarding favorite T.V channels of the respondent children, (100%) had Cartoon Network/POGO as their favorite channel. Majority (100%) girls and (92%) boys watch Zee T.V. The reason quoted was

that this channel was watched by the majority of family members which had made children to watch this channel along with the family. Variation was observed in watching various channels among boys and girls. Majority of boys favored star sports as their favorite channel whereas girls were not interested in watching sports channel. It was also found that (96%) of girls and (88%) of boys liked to watch Life Ok. (80%) of girls and (16%) of boys watch star plus. (40%) of boys and (24%) of girls liked to watch discovery channel. This table shows the variation in children's liking towards favorite channel. Boys were more interested in watching sports channel whereas girls were not interested in watching sports channel.

**TABLE3: Awareness of mother's regarding T.V programs viewed by their children:**

Awareness of respondents N=50		%
Aware	46	92%
Unaware	4	8%
<b>Total</b>	50	100%

Above table reveals that majority of mother's 96% had awareness about the programs their children mostly watch but they were not aware about the details of these programs whereas 8% mother's had no awareness regarding programs being watched by their children. One of the respondent stated that due to their preoccupation in other work they did not get time to watch T.V with their children. It was also found that mother's who had no awareness on T.V programs were not even interested in knowing about kind of programs being watched by their children. They believed that it is good that children watch T.V at home and don't go outside.

**TABLE4: Awareness regarding kind of programs being watched by children:**

Awareness regarding T.V programs	N=50	%
Cartoons	46	92%
Discovery	10	20%
Movies	9	18%
Dramas	19	38%
Reality shows	26	52%

\*multiple responses

The above table reveals that majority (92%) of mothers reported that their children watch cartoons like Oggy and the cockroaches, chhota bheem, Tom and Jerry, Doremon, Ben10 etc . 52% reported that they watch Reality shows like C.I.D, fear files, Big Boss, Crime Petrol, D.I.D, Nachh Baliye etc. 38% reported Dramas/serials like Jodha Akbar, Sapne Suhane, Mahadev etc . 20% responded discovery which includes programs like Man v/s Wild, Food factory etc and remaining

18% were of the view point that their children watch action and religious movies. Respondent mothers were of the view point that children imitates the language and other activities of their favorite cartoon character like Bheem and ask their parents to give them laddoo for eating as they believed that it gives energy to them and some children ask their parents to buy the accessories of their favorite cartoon character like spider man, Ben10 etc. This shows that cartoons had great impact on the children's liking.

**TABLE 5 : Mother's responses regarding time spent by children in watching Television :**

<b>Time spent in watching T.V</b>	(1-2hr) N=50%	(2-3 hr) N=(50)%	(3-4hr) N=(50)%	More than 4 hrs N=(50)%	<b>Total =50</b> (100%)
Daily	22(44%)	23(46%)	2(4%)	3(6%)	50(100%)
Weekend	14(28%)	29(58%)	4(8%)	3(6%)	50(100%)
Holiday	--	14(28%)	30(60%)	6(12%)	50(100%)

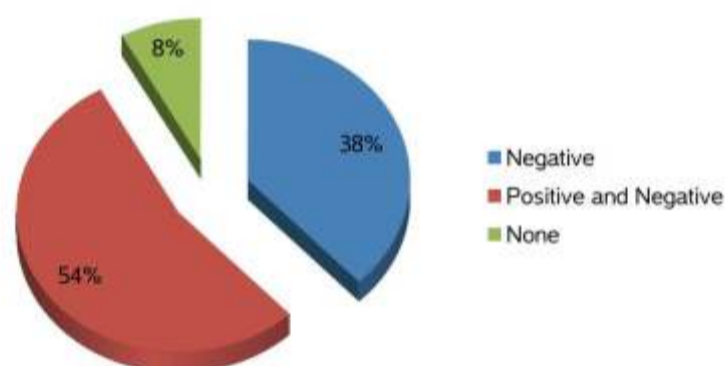
According to mothers, 100% children in all the age group from 6-12 yrs watch T.V daily. (46%) of mothers reported that their children spent 2-3hrs in watching T.V daily, 44% reported 1-2 hrs, 6% reported more than 4 hrs whereas remaining 4% reported 3-4 hrs in watching T.V daily. It was found that (58%) of mothers were of the view point that their children spent 2-3 hrs in watching T.V in weekends, 28% reported 1-2 hrs, 8% reported 3-4 hrs whereas remaining 6% reported more than 4 hrs in watching T.V in weekends. (60%) of mothers responded that their children spent 3-4 hrs in watching T.V on holidays, 28% reported 2-3 hrs whereas remaining 12% reported more than 4 hrs in watching T.V on holidays. From the view point of the mothers, it was found that all children were interested in watching T.V daily, in weekends and also in holidays.

**TABLE6: Respondent's views on role of T.V viewing in general awareness:**

<b>Views on role of T.V viewing in general awareness</b>	<b>N=50</b>	<b>%</b>
Improve general knowledge	29	58%
Don't improve general knowledge	21	42%
<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Channels which contribute in general awareness</b>		
Religious	6	12%
Educational	15	30%
Sports	5	10%
Cartoons	3	6%
<b>Total</b>	<b>29</b>	<b>58%</b>
Don't improve general knowledge	21	42%
<b>Total</b>	<b>50</b>	<b>100%</b>

The above table reveals that most of the respondents 58% were of the view point that T.V viewing provide general awareness to children whereas 42% reported that it did not provide general awareness to the children. 30% respondents reported that educational channels that is discovery and news channels contribute in providing general awareness to children, as these channels gives more knowledge that is useful for their practical life. These programs broaden the mental horizon of children. (12%) mothers preferred their children to watch religious channels and ask them to watch Mahabharata, Ramayana etc. which inculcate moral and spiritual values among them. It was found that (10%) of mothers preferred their children to watch sports channel because they believed that it motivates their children to participate and involve themselves in sports which makes them physically and mentally fit. 6% respondents preferred their children to watch cartoons because they believed that it inculcates the bravery, cleverness and also provide meaningful messages to their children.

TABLE7. Respondent's views about impact of T.V on children:



The above table reveals that Majority 54% of mothers reported that T.V has both negative as well as positive impact on children whereas 38% mothers reported that it has only negative effect on the mind of children whereas remaining 8% believed that it has no positive and negative impact on the children. Educational programs like discovery, news and quiz contests has positive impact on children and low performance in the academics, unhealthy schedule of eating and other health related problems were the negative impact of T.V as responded by majority of mothers. Mothers also reported that T.V has negative impact if it is seen in excess and continuously because it interferes with their studies and have bad effect on their eyes. Their interaction with their friends also becomes low. They also adopt aggressive behavior by watching it on T.V and they should be allowed to watch informative, good and entertaining serials.

CONCLUSION:

This study reveals that majority of mothers had awareness regarding programs being watched by their children on T.V but they were not aware about the details of these programs. Parents are the primary forces for shaping media usage by their children. So parents participation is the ingredient that makes the differences. They can play an important and positive role in how electronic



media affect young children's lives. Parents can not only enhance the benefits but also reduce the risks associated with children's media exposure. In general, it is essential for parents to monitor the media content their children view and find attractive.

#### RECOMMENDATION/SUGGESTIONS

- The parents should regularize the time that children spend in various daily activities, which include entertainment, education, play and other routine tasks.
- The parents should keep a watch and accompany their children, while watching T.V.
- The parents should have periodical discussions with their children regarding, what they learn from T.V viewing.
- Parents should develop discussions about sensitive TV themes with children and give them opportunity to ask questions about the programs.
- The parents should help their children in clearing their doubts about various ideas, so that media does not remain only an entertainment source but also act as a source of education.
- T.V viewing is related to attention problems (Christakis and Zimmerman, 2004). So, parents should control TV viewing.
- Also it has been found that eating food along with watching TV is linked with increased food intake, indigestion and obesity, which further leads to early onset of diabetes and hypertension. So parents should control the over viewing of TV.
- Parents should develop good viewing habits early in the child's life.
- Encourage planned viewing of specific programs rather than random viewing. Moreover be active with young children between planned programs.
- Parents should help children to develop a balanced viewing schedules of education, action, comedy, fine arts, fantasy, sports and others.
- Parents should point out how various ethnic and cultural groups contribute to make a better society.

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