

Impact of TV on Children Behavioural Changes in Villupuram District

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Abstract: A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?. Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. Time spent in watching television seize away from important activities such as reading, school work, playing, exercise, family interaction, and social development. Children also learn information from television that may be inappropriate or flawed. Children who watch a lot of television are likely to have low performance in studies, read fewer books, exercise less and be overweight. Violence, sexuality, race and gender stereotypes, drug and alcohol abuse are common themes of television programs. The researcher collected from 204 respondents in Villupuram dist by used Convenience sampling method. dislikes doing small family works and reduction of games activities. This study found that children have poor dietary habits and hyper tension, the children spent more hours on TV viewing, unnecessary TV watching, timing of TV programmes, need for TV viewing for sleep and favourite TV programmes. Finally the researcher concluded that The Parents' must increase their spending time with the children by having interaction. The Parents could insist their children to avoid watching TV while eating by doing so the children will concentrate on the food. The Parents could encourage their Children on Physical activity like Brain games, role play and other games which leads to Healthy and active body. The Parents could give Healthy foods to the Children to grow Healthy and avoid snacks food.

Key Words: Television, Children, Health Issues, Behavioural Changes

1. INTRODUCTION:

The Former President of India Dr.A.P.J.Abdul Kalam expressed to the students that “Dream it, so that you can succeed”. A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?.

At present TV media target and attract the consumers with perfect plan. They enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Billions of dollars are spent by Marketers and companies on consumer research and to know the crucial factors involved in consumer decision making. Designing a credible messages to attract the target customers is the main focus of marketers. Among the household products children products occupy the major hunk. Hence marketers designing ads that are influence and attract the children and persuasive enough for their emotional attachment with the product.

Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. It is very important to discuss this aspect along with the discussion on its linkage with the TV viewing pattern for future policy implication. The prospective strategies adopted by the parents to reduce the TV viewing among the children and its consequences. The behavioural changes are discussed with the help of sedentary behavior, sleeping pattern, consumption pattern, social isolation lesser physical activities, health issues, addition to television, aggressive in nature and poor in academic achievement.

2. PROBLEM IDENTIFICATION:

The TV Media industry has tormented children as consumers and the argument surrounding advertising to children has existed for nearly as long. At present, advertisers promote a range of products and services specifically to and through children.

Television watching is a major activity and influence on children and adolescents. Children in India watch an average of 3 to 4 hours of television a day. By the time of higher secondary, they will have spent more time watching television than they are in the classroom. While television can entertain, inform, and keep our children community, it may also influence them in displeasing ways.

Time spent in watching television seize away from important activities such as reading, school work, playing, exercise, family interaction, and social development. Children also learn information from television that may be inappropriate or flawed. They often cannot tell the difference between the fantasies presented on television versus reality. They are influenced by the thousands of commercials seen each year, many of which are for alcohol, junk food, fast foods, and toys.

Children who watch a lot of television are likely to have low performance in studies, read fewer books, exercise less and be overweight. Violence, sexuality, race and gender stereotypes, drug and alcohol abuse are common themes of television programs. Young children are impressionable and may assume that what they see on television is typical, safe, and acceptable. As a result, television also exposes children in their behaviors and attitudes that may be overwhelming and difficult to understand.

3. IMPACT OF TV MEDIA:

Television has its good side. It can be entertaining and educational, and can open up new worlds for kids, giving them a chance to travel the globe, learn about different cultures, and gain exposure to ideas they may never encounter in their own community. Shows with a pro-social message can have a positive effect on kids' behavior; programs with positive role models can influence viewers to make positive lifestyle changes. However, the reverse can also be true: Kids are likely to learn things from TV that parents don't want them to learn. TV can affect kids' health, behavior and family life in negative ways.

A substantial body of research indicates that the prevalence of obesity in childhood is increasing. The classic externality theory of obesity postulates that the obese are more influenced by external stimuli than are the lean (Schacter, 1971). Direct exposure to certain types of food, such as processed and snack foods high in fat and sugars, generally energy dense, may contribute to the development of child obesity. A critical indirect influence on children's food choices and intake may be advertising of foods on television.

4. OBJECTIVES OF THE STUDY:

- To reveal the profile of the parents in the Villupuram District.
- To study the changes due to the TV viewing pattern of children and the attitude with their parents profile.
- To evaluate the impact of TV viewing pattern on behavioural changes and health issues faced by the children.
- To study the potential strategies adopted by parents to limit the TV viewing pattern and its consequence.

5. RESEARCH DESIGN:

Quantitative research approach was adopted to carry out this study, particularly the survey design. This study used survey method as the most appropriate strategy in this case. Survey method includes the collection of data from a sample of individual persons through their answers to questions.

DESCRIPTIVE STUDY:

The researcher used Descriptive study in this research.

SOURCES OF DATA:

Primary Data

In this research a well-structured questionnaire and interview schedule are used to collect the primary data from 204 respondents in Villupuram district. Most of the data are collected from the respondents in public places like shopping malls, exhibition and parks. Data are collected from both parents and their children in both of their presence. The questionnaire covers a wide range of issues and is prepared in English. In this research children from Villupuram District are selected to collect data using a survey questionnaire.

Secondary Data

Secondary data consists of the information that have already been gathered and might be relevant to the problem at hand.

SAMPLE SELECTION:

Sample Unit

Sampling unit refers to the children in Villupuram under the age category of 6-15 years old and their parents are considered for the present study.

Sample Size

The researcher took 204 samples for this study.

Sampling Technique

In this research, the researcher has adopted a convenient sampling method to collect the primary data. In this study the researcher selected Children of Villupuram for the study.

QUESTIONNAIRE DESIGN

A well-structured questionnaire is a set of questions designed to produce the data necessary to complete the objectives of the research; it is a formal schedule for collecting information from respondents. Questionnaire includes socio economic status and television viewing patterns, and behavioral changes of the child.

DATA ANALYSIS

In qualitative data analysis, a researcher may use a summary description of the data collected from the field. Quantitative data analysis involves the use of statistical methods to assemble, classify, analyze and summarize the data to derive meaning. In this research, Data analysis is done by utilizing the following tools like frequency analysis, Chi-square test, Pearson Correlation, and Regression analysis.

6. FINDINGS

- As a whole 85.7% of the respondents are educated. Out of which 49.13% respondents are completed their school level. 20.19% of the respondents are under graduation level and 16.38% of the respondents are post graduate level.
- In a Family, the educated people are dominant at the age group of <30 and 30 – 35 which constitutes 40.12% and 35.86% respectively.
- In a Family, 90.45% of the respondents are belongs to Nuclear Family system. Nuclear family system occupies the major positions in this study.
 - The number of educated persons per family is higher.
 - The personal income per month is Higher in a family.
 - The servants are the caretaker of children in the family.
 - The higher percentage of respondents in the family are having separate TV sets at bed room.
 - The hours spent on TV viewing is higher among the children in the family.
 - The extent of unnecessary TV watching is high among the children.
 - The highly preferred programs as per the view of the respondents are Cartoons and Discovery.
 - The highly viewed timing of watching TV programmes are return from school and all times at home.
 - In view of the respondents, the TV programmes liked by their children are Chotta Bheem and Mr. Bean.
 - The highly viewed variables in changes of families are Weight of the Child and Social Intention.
 - The highly viewed variable in Sedentary behaviour by family are not play with others' and Lesser outing.
 - The highly viewed variable in consumption pattern by respondents is uneven in timing of taking food and taking of more soft drinks.
- The highly viewed variable in lesser physical activity by the respondents are dislikes doing small family works and reduction of games activities.
 - The highly view variables in health issues by the respondents are poor dietary habits and hyper tension.
 - The influencing TV viewing pattern on the sedentary behaviour among the children are hours spent on TV viewing, unnecessary TV watching, timing of TV programmes, need for TV viewing for sleep and favourite TV programmes.
 - The influencing TV viewing pattern on the sleeping pattern as per the view of respondents are hours spent on TV viewing, unnecessary TV watching, timing of watching TV programmes and need for TV viewing for sleep.

7. CONCLUSION:

We clearly found that the TV media have heavy impact on the changes of children behaviour. Parents of children must put heavy efforts to defeat the TV impact on Children Behavioural changes. Parents must adopt strategies to keep their children in control. The Parents' must increase their spending time with the children by having interaction. The Parents could insist their children to avoid watching TV while eating by doing so the children will concentrate on the food. The Parents could encourage their Children on Physical activity like Brain games, role play and other games which leads to Healthy and active body. The Parents could give Healthy foods to the Children to grow Healthy and avoid snacks food.

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