

Effects of watching Television Programmes Watched by Children in Salem

R. Venkatesh Aravindh

Doctoral Research Scholar, Department of Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu

Email - rvenkatesharavindh@gmail.com

Abstract: Television happens to be one of the oldest forms of media in the world. The medium offers a variety of avenues for awareness creation, acquiring knowledge, current affairs etc. The history of Television in India dates back to the SITE experiment in 1970's. The experiment which was jointly conducted by ISRO and NASA was aimed to understand the kind of programs watched and preferred by the people in India. The previous study done in this domain spoke about the aspect of influence. Although people watch television, it is to be noted that unbeknownst to the viewers or the audience television creates some kind of effect on the minds and personality. The current research study looks at the effects of television viewing of children in Salem district, Tamil Nadu.

Key Words: Television, Effects, Programmes, Children, Salem,

1. INTRODUCTION:

1.1 Television in India

Hum Log, Ramayana and Mahabharat made the viewers to be glued to their television sets. There was rush amongst Indians to buy television sets due to the effect of Gulf War. The Gulf war was instrumental in the penetration of TV sets to even the most remote locations. (Mitra A., 1993).

Due to the success of soap operas in India, there was heavy interest from the developed countries such as USA and Europe to televise their content. They ended up buying local networks for a fee. The net outcome was that the number of cable operators in the country has fallen to 30,000 (Mehta N., 2008).

2. REVIEW OF LITERATURE:

2.1 Effects of Television on Children

For some children television viewing will be a confusing experience because they will be unable entirely to separate the fantasy world of television from the real world (Baron et., al. 2001). Razel (2001) obtained different results from the children of different ages towards television viewing and school achievement. Positive correlation are found for children ages 5 and 6, average negative correlation among children ages 7 to 9 and even more negative correlations are found among older children and adolescence; 10 to 17 years old.

2.2 Television viewing and Concerns

Early television exposure is now a common scenario, where babies as young as a few months old are exposed to either foreground and background television (Ni Chang, 2000). Zimmerman and Christakis (2007), reported that there is an association between early television viewing and later symptoms of attention disorder.

3. OBJECTIVE OF THE STUDY:

- To identify the various kinds of effects television watching has on the children.

4. METHODOLOGY:

200 questionnaires were administered to children of varying groups and they were aided with the filling of the questionnaires by their parents to identify the effects of television programmes on children in Salem district, Tamil Nadu.

5. ANALYSIS:

Table 1: Distribution of Demographic Variables

| Demographics Variables | | Frequency | Percentage |
|------------------------|--------|-----------|------------|
| Gender | Male | 97 | 48.5% |
| | Female | 103 | 51.5% |
| Parents age | 21-25 | 57 | 28.5% |
| | 26-30 | 56 | 28% |

| | | | |
|-----------------------|----------------------|----|-------|
| | 31-35 | 42 | 21% |
| | 36-40 | 30 | 15% |
| | Above 40 | 15 | 7.5% |
| Monthly Income | Below 5000 | 35 | 17.5% |
| | 5001-10,000 | 89 | 44.5% |
| | 10,001-15,000 | 46 | 23% |
| | 15,001-20,000 | 19 | 9.5% |
| | Above 20,000 | 11 | 5.5% |
| Children age | 2-3 | 39 | 19.5% |
| | 4-5 | 76 | 38% |
| | 6-7 | 37 | 18.5% |
| | 8-11 | 30 | 15.5% |
| | 12-14 | 17 | 8.5% |

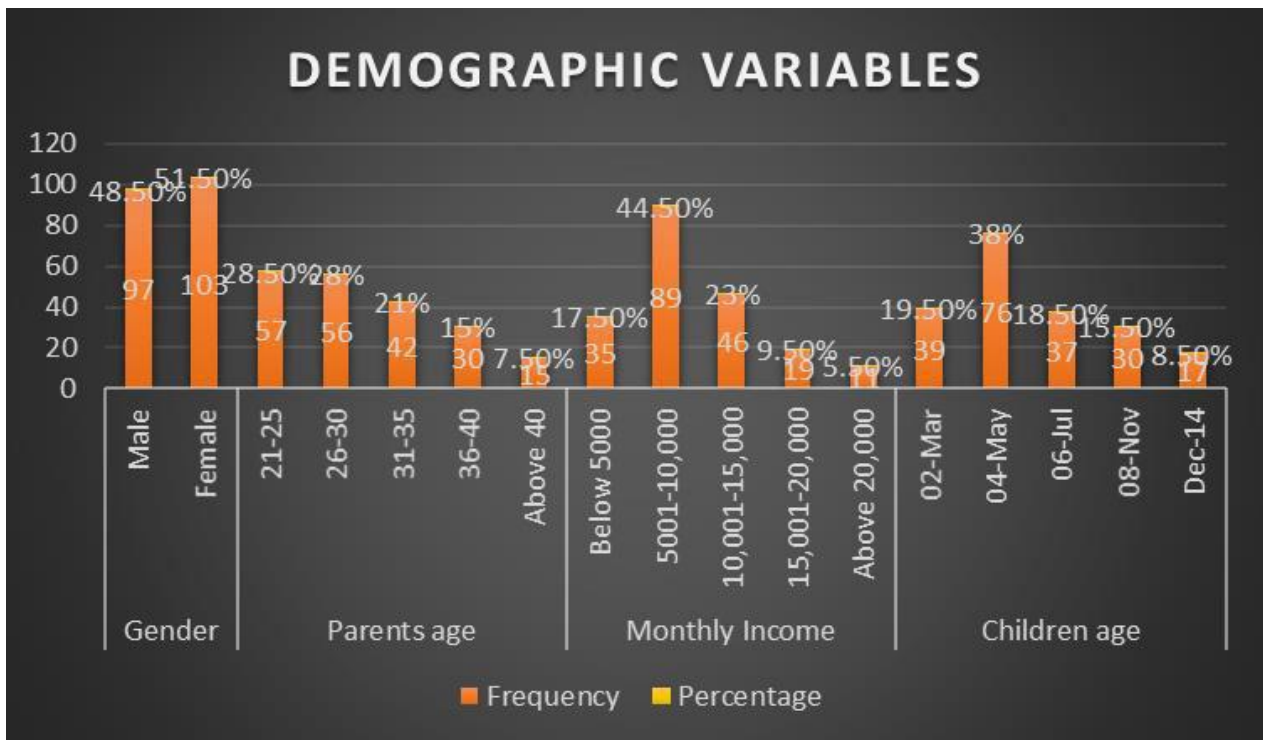


Figure 1

Table 2 Positive effects of TV viewing on Children

| Positive Effects | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|--------------------|----------------|-------|---------|----------|-------------------|-------|
| Questioning Skills | 25.5% | 50.5% | 18% | 5% | 1% | 100% |
| Creative | 25% | 47% | 19% | 8% | 1% | 100% |
| Imitation | 17% | 48% | 25% | 7.5% | 2.5% | 100% |
| Play Full | 13.5% | 46.5% | 27.5% | 10.5% | 2% | 100% |
| Critical Thinking | 15% | 45.5% | 28% | 8% | 3.5% | 100% |
| Talkative | 22.5% | 38.5% | 27.5% | 8% | 3.5% | 100% |
| Sportive | 24.5% | 42.5% | 25.5% | 5% | 2.5% | 100% |
| Interactive | 20% | 42.5% | 26% | 9% | 2.5% | 100% |
| Gain Knowledge | 22.5% | 42.5% | 23% | 10% | 2% | 100% |
| Educational Use | 15% | 39.5% | 31% | 10% | 4.5% | 100% |

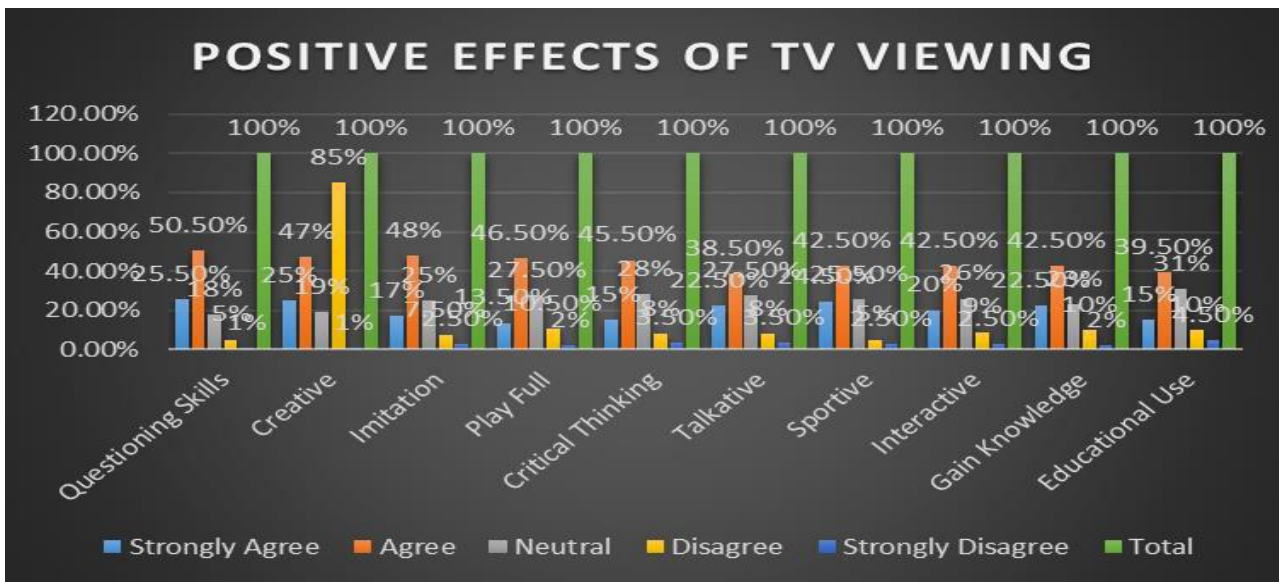


Figure 2

Table 3 Negative effects of TV viewing on Children

| Negative Effects | Strongly Agree | Agree | Neutral | Disagree | Strongly Agree | Total |
|--------------------|----------------|-------|---------|----------|----------------|-------|
| Addiction | 16% | 31% | 29.5% | 16.5% | 7% | 100% |
| Disobedient | 15.5% | 45.5% | 25.5% | 7% | 6.5% | 100% |
| No home work | 19% | 40.5% | 24.4% | 11% | 5.5% | 100% |
| Fighting | 11% | 32% | 30.5% | 16.5% | 10% | 100% |
| Arrogant | 9% | 34% | 32% | 18.5% | 6.5% | 100% |
| Inactive | 9.5% | 28.5% | 37% | 18% | 7% | 100% |
| Sleepless Ness | 21% | 40% | 23.5% | 9% | 6.5% | 100% |
| Eating Disorder | 12% | 38.5% | 30% | 1.5% | 4% | 100% |
| Immoral Activities | 14% | 29% | 31.5% | 16% | 9.5% | 100% |
| Violent Content | 11.5% | 31% | 26% | 19% | 12.5% | 100% |

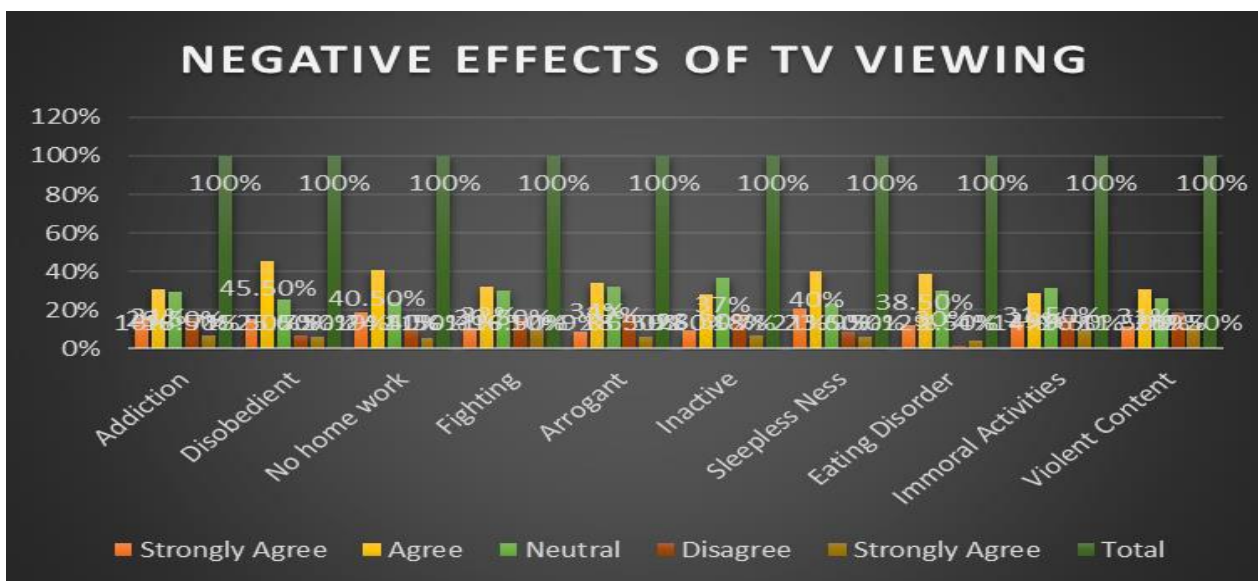


Figure 3

Table 4 Physical effects of TV viewing on Children

| Physical Effects | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|------------------|----------------|-------|---------|----------|-------------------|-------|
| Eye Problem | 18.5% | 32% | 21% | 21% | 7.5% | 100% |
| Hearing Problem | 11.5% | 33.5% | 23.5% | 24.5% | 7% | 100% |
| Fatty | 9.5% | 30% | 23% | 27% | 10.5% | 100% |
| Bony | 7.5% | 29% | 27% | 30% | 6% | 100% |
| Sickly | 17.5% | 33% | 21.5% | 16.5% | 11.5% | 100% |
| Over Eating | 8.5% | 30% | 24% | 28% | 9.5% | 100% |

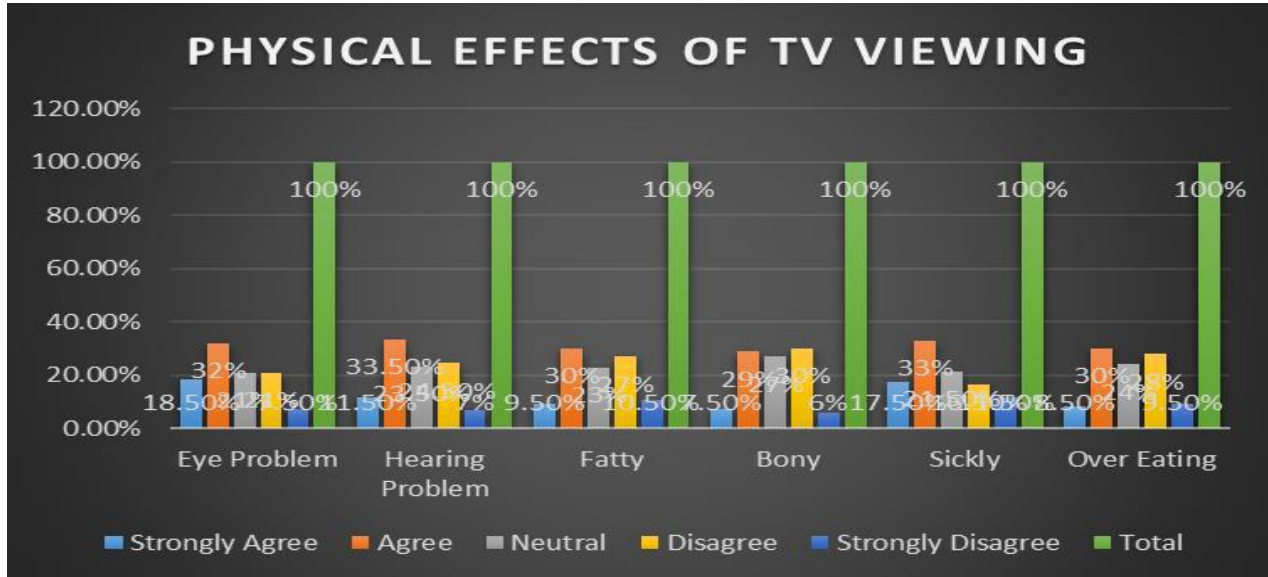


Figure 4

Table 5 Psychological effects of TV viewing on Children

| Psychological Effects | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|-----------------------|----------------|-------|---------|----------|-------------------|-------|
| Concentrate | 16% | 49% | 20.5% | 8% | 6.5% | 100% |
| Hostility | 12.5% | 36% | 35% | 8.5% | 8% | 100% |
| Depression | 9.5% | 25.5% | 39.5% | 14.5% | 11% | 100% |
| Apathy & Lethargy | 7.5% | 29% | 36.5% | 20.5% | 6.5% | 100% |
| More Aggressive | 8% | 28.5% | 33% | 20.5% | 10% | 100% |
| Self Control | 7% | 29.5% | 38.5% | 17.5% | 7.5% | 100% |
| Dissociation | 9.5% | 32.5% | 36.5% | 15.5% | 6% | 100% |
| Sleeping Habit | 22.5% | 37% | 24% | 10.5% | 6% | 100% |

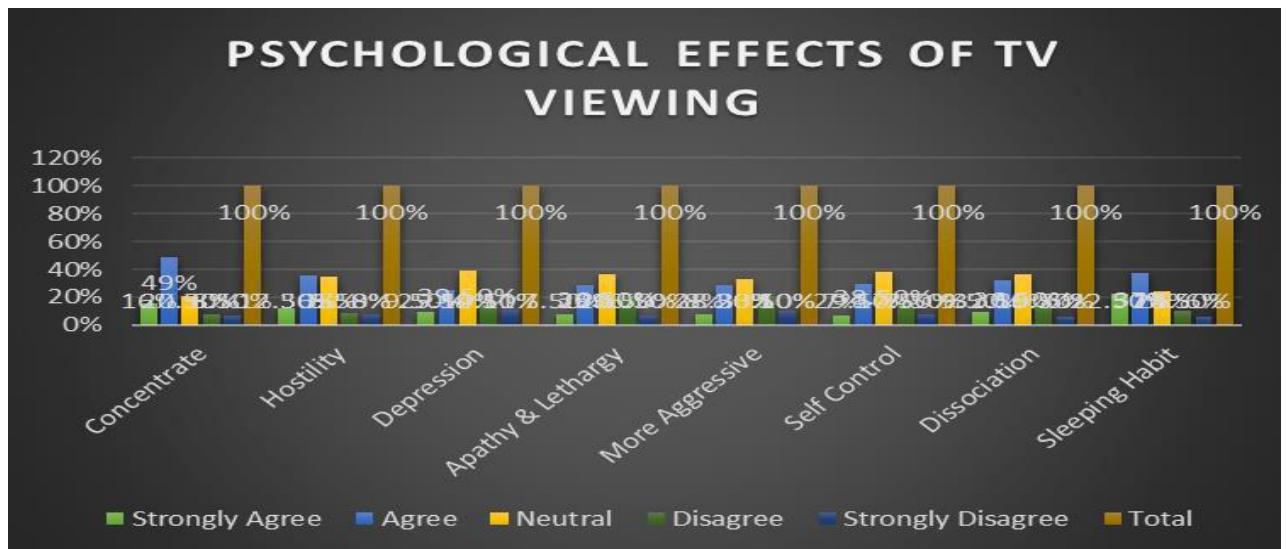


Figure 5

6. FINDINGS:

- With regards to positive effects of TV viewing on children, it was revealed that questioning skills and creativity was increased with 76% and 72% respectively. Imitation, interactivity and sportiness were also seemed to be on the higher side.
- As regards to the negative effects of TV viewing on children, it was revealed that disobedience and not doing home work were high with 61% and 59% respectively. Sleeplessness and eating disorders were also found to be present among children.
- Concerning the physical effects of TV viewing, it was revealed that eye problems and being sickly were the highest with 51% and hearing problems were the next with 45%.
- As regards to the psychological effects of TV viewing are concerned, concentration disruption was the highest among children with 65% followed by hostility at 49%.

7. CONCLUSION:

Television has become a necessity and is part of everyone's daily lives. People of various walks of life use television for a vast variety of reasons and purposes. However, it is to be noted that the effects of television on people is something that needs care redressal. The current research study was envisioned to find out the various effects of watching television by children in Salem district, Tamil Nadu. The study revealed that majority of children have improved questioning skills and creativity. However, as far as the negative effects were concerned, it was revealed from the study that children are disobedient and do not do their home work when watching television. It was also revealed from the study that concentration and hostility were on the higher side as far as the psychological skills were concerned.

REFERENCES:

1. Chang, N. (2000). Reasoning with children about violent television shows and related toys. *Early Childhood Education Journal*, 28(2), 85-89.
2. Mehta, N. (Ed.). (2008). *Television in India: Satellites, politics and cultural change* (Vol. 10). Routledge.
3. Mitra, A. (1993). *Television and popular culture in India: a study of the Mahabharat*. SAGE Publications Pvt. Limited.
4. Razel, M. (2001). The complex model of television viewing and educational achievement. *The Journal of Educational Research*, 94(6), 371-379.
5. Zimmerman, F. J., & Christakis, D. A. (2007). Associations between content types of early media exposure and subsequent attentional problems. *Pediatrics*, 120(5), 986-992.