

A Study of the Impact of TV Viewing on the Deucalion of Adolescent Students

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INTRODUCTION

Cable TV is also known as “CATV” (community antenna television). In addition to bring television programmes to those millions of people throughout the world who are connected to a community antenna, cable TV will likely become a popular way to interact with the World Wide Web and other new forms of multimedia information and entertainment services.

Cable Television is a system of providing television to consumers via radio frequency signs transmitted to televisions through fixed optical fibers or coaxial cables as opposed to the over-the air method used in traditional television broadcasting (via radio waves) in which a television antenna is required. FM radio programming, high-speed Internet, Telephony and similar non television services may also be provided.

Most channels are over crowded with Hindi films and films based programmes. Except B.B.C, News sports channels, Discovery channel, National Geographic, Animal planet, Astha, Sanskar, Sahara one; other programmes are either film based or pop music based, Clean. Artistic, educational and informative programmes are rarely shown. Films and songs are full of “masala” that is a mixture of violence, sex and vulgarity in the name of entertainment. Children and even elders remain stick most of the times to these programmes. How many are there who frequently switch over to B.B.C. news, sports channels and other educational programmes? In other words, it can be said that the ill effects of cinema are being multiplied by Television and ill effects of Television are further multiplied by the cable network.

There was a time, when parents used to screen first the film before showing it to their children. The Television and Television added with cable network has completely smashed this practice. It will be very unjust to blame solely to T.V. Programmes. Because there are so many programmes which can be of high educative value. But who cares. If we look into the matter from the angle of tender minded children, the situations become very embarrassing. What this entire investigator is citing here is nothing new. It has been frequently voiced in magazine and news papers.

“It is now readily apparent that television can have a profound impact on child and adolescent development and behaviors. Research on TV-viewing by children and adolescents suggests a “cause and effect” relationship with knowledge, attitudes and behavior. Television for children is addictive and promotes:

- Aggressive behaviors
- Racial and sex role stereotypes
- Decreased interest in reading and school activities
- Poorer health habits and attitudes

In a report from the American Academy of Pediatrics Task Force on Children and Television, it was concluded that TV viewing:

- Promotes an inclination toward violence
- Promotes an apathy when actual violence is seen

- Is associated with obesity because of “high caloric snacks” consumption
- Promotes passive learning
- Provides unrealistic messages regarding substance abuse (drugs, alcohol, and tobacco)
- Encourages the use of drugs, alcohol, and tobacco

Delivers an unrealistic view of problem-solving and/or conflict resolute”

Television Viewing: Impact on Child/Adolescent Development

Marvin I. Gottlieb, M.D., PhD

Children and adolescents who consistently watch television for 2 hours or more a day are at an increased risk of being overweight, to smoke, and to have high cholesterol concentrations in early adulthood-substantial risk factors for long-term health problems in later life-conclude authors of a study from New Zealand in this week’s issue of THE LANCET (Lancet 2004; 364: 226, 257-62). Excessive television viewing in childhood and adolescence linked to poor adult health, The Lancet

Investigator feels that the Television connected with cable network is likely to be more harmful from psychological and physiological point of view. It is because children can view the programmes of his choice, the film programmed, from morning to late night. If children do not expend more than four hours to view the Television, it may not harmful. Keeping in view the above distinction investigator has planned the present project.

STATEMENT OF THE PROBLEM

Keeping in view the above principle facts Investigator designed the present study entitled as “A STUDY OF THE IMPACT OF TV VIEWING ON THE ADOLESCENT STUDENTS OF KANPUR MAHANAGAR”.

NEED AND IMPORTANCE OF STUDY

It is clear from the above discussion that T.V. posses two faces. “One is that in which T.V. linked with international and private channels through cable T.V.” (Later will hence forth be named as cable T.V) A T.V. Linked with national network only telecast to a great extent, censored and balanced programmes keeping in view that society and culture of India and its norms. The programmes coming through cable network can be divided into two categories. First are those transmitted at international level like B.B.C, C.N.N, star news etc., Second are those managed by private organization liked Zee, T.V, A.T.N., Star Plus etc. programmes transmitted through international channels keep in view the norms and nature of western society. So the programmes and even the ads of these channels are of such a standard that whole family cannot view them. Although there are so many channels which are purely informative and clean like B.B.C, NEWS, PRIME SPORTS and Discovery. But the intermittent ads are again full of sex and nudity. These ads are appeared with such a fast speed that in presence of children parents have no time to shut the T.V. off. Secondly the privately managed channels are full of films based programmes. Other programmes of the channels depict the life style of “Crorepatis”. It seems that managers of private channels are not capable or catching the nerves of Indian population. They think the Indian are fond of film based and glamour’s serials. They forget that the clean and well directed programmed like Hum Log, Tipu Sultan, Mukkada, Guinnies Book of world record, Sea life, Paramvir Chakars, Bharat ek Khoj, The Great Maratha, Tom and Jerry, Bible, Ramayan, Maharabat, Sri Krishana, Rajni nad Ye Jo hai Zindagi were widely welcomed in India. But as number of channels is increasing, the two things are disappearing: first interest in national channels and next decrease of the above type of good programmes.

To summaries, investigator feels that those viewing only national channels and those viewing cable T.V. develop different type of attitudes, modernization and social changes. It is likely to be more pronounced of pictures on their T.V. as soon as it get connected with cable. There are so many studies in India which concentrate themselves on researching pertaining to T.V. But the studies comparing and differential influences of T.V. and cable network are rare. Hence investigator thought to undertake a research project in this field.

ASSUMPTION OF THE STUDY

1. Television leaves most permanent influence an individual's brain.
2. Brain of young children one more sensitive to external stimulus.
3. Young children are too much interest in viewing Television.
4. Cable Television is much time extension of national channels.
5. There is a balance of clean and informative programmed on one hand and entertainment programmes on the other hand on T.V.
6. Entertainment programmes on cable channels may present socially unacceptable stimulus like – Nudity, Sexy postures, glamorous life style, violence and Love affairs before young children.
7. Above stimulus are quite minimum on national channels.
8. Television among Indian citizen is being used to inculcate the good behaviors. These are like national integration, child marriage attitude towards girls. AIDS, child labors and Drug abuse etc. These have good effect on the minds of young children.
9. Hence, International channels and channels on cable T.V. are presenting uncensored both good and bad programmes before Indian children.

OBJECTIVE OF THE STUDY

The major objective of this study was to find the impact of TV programmes on Adolescents. The specific objectives of the study are as follows:

1. To study the ability of Adolescents to understand TV programmes.
2. To find out Adolescents' attitude towards TV programmes.
3. To highlight intended and unintended effects of TV advertising on Adolescent's behavior, values and attitudes.
4. To determine various factors those contribute to Adolescent's likeability of TV programmes.
5. To analyze parents' attitude towards TV programmes, and also to investigate what they feel about TV advertising having an impact on their Adolescents.

HYPOTHESIS

The following hypothesis has been tested in the proposed study:

1. There will be significant to study the ability of Adolescents to understand TV programmes.
2. There will be significant differences in the Adolescents attitude towards TV programmes
3. There will be significant differences in the highlight intended and unintended effects of TV advertising on Adolescents behavior, values and attitudes.
4. There will be significant differences in the determine various factors those contribute to Adolescents likeability of TV programmes.

- There will be significant differences analyze parents' attitude towards TV programmes, and also to investigate what they feel about TV advertising having an impact on their Adolescents.

Sample and Sampling design

It was planned to have a sample of 900 respondents; 450 Adolescents as well as their mothers were selected on the basis of convenience sampling (150 Adolescents and their mothers from each of the cities were selected for the study). But due to response errors and incomplete responses the effective sample has been 800; 400 of Adolescents and 400 of their mothers.

Weighted Average Scores

The weighted average scores (WAS) have been computed where the respondents were asked to rate, rank or express their level or degree of agreement/disagreement with same statements. For example, in a 5-point Liker scale, the scale ranges from 1 to 5. The low score indicating disagreement, dissatisfaction or unimportant while high score indicating agreement, satisfaction or important. The WAS was computed as below:

$$WAS = \frac{\sum w fW}{\sum fW}$$

Where: W = Weight given to a factor/statements and
fW = Number of respondents who attached weight 'w' to the factor/statement

STATISTICAL TECHNIQUES USED

Students' unpaired t-test

In order to compare two mean values, e.g. between male and female respondents, students' unpaired t-test has been applied as under:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{S.E. \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}}$$

$$S.E. = S \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}$$

$$S = \sqrt{\frac{SD_1^2 (n_1 - 1) + SD_2^2 (n_2 - 1)}{n_1 + n_2 - 2}}$$

Where \bar{x}_1 = Mean among male respondents
 \bar{x}_2 = Mean among female respondents
 SD_1 = Standard deviation among male respondents
 SD_2 = Standard deviation among female respondents
 S = Common Standard Deviation
 S.E. = Standard Error of mean difference
 N_1 = Number of male respondents
 N_2 = Number of female respondents

The same formula has been used to test the significance of difference among working and non-working or homemaker mothers and undergraduate and graduate mothers.

Analysis of Variance

Two types of analysis of variance (ANOVA) have been done in the study.

(i) ANOVA for unequal number of respondents:

Generally ANOVA technique is used to compare more than two means together. In the present study, there are four age groups having different number of respondents i.e., 12-14 years (94), 14-16 years (96), 16-18 years (106) and above 18-20 years (90). The four mean values were compared through F-ratio by applying ANOVA with unequal number of replication technique. This ANOVA is called Completely Randomized Block Design (one way).

CONCLUSIONS AND RECOMMENDATIONS

The foregoing findings and discussion reveal that this study has theoretical and practical implications for the manufacturers, marketers, government policy makers and parents of the Adolescents. On the basis of the findings, the following recommendations have been made:

1. Adolescents after crossing 12 years of age become independent viewers as majority of them ompany of family elders. TV advertisers and programmers should make such broadcasts that are specifically meant for older and male Adolescents.
2. A little before bedtime is a very suitable time for Adolescents oriented programmes and programmes to take place because a large number of the Adolescents surveyed watch TV before retiring for sleep at night.
3. Most parents discuss TV programmes and programmes with Adolescents only when they are asked by their Adolescents to do so otherwise they seldom discuss. Parents should encourage discussion regarding TV programmes and programmes more often and out of their own initiative. Also, parents discuss TV programmes and programmes more often with female and older Adolescents. It is even more essential for younger and male Adolescents as older and female Adolescents indicate better cognitive development regarding understanding of TV programmes in the current study. Nowadays, TV broadcasts are such that they require adult supervision and guidance. It is also seen that Adolescents who watch TV under adult supervision demonstrated better understanding regarding TV programmes.
4. Majority of the Adolescents swap channels or watch programmes as they do not wish to miss the programme they are watching during the commercial break. Only a few Adolescents watch programmes out of their own choice during this time. So, marketers and advertisers need to take a cue from this and make efforts that their messages should be interesting enough to involve and reach the target audience effectively.
5. 'Entertainment' followed by 'learning and education' are the prime reasons for which Adolescents watch TV. Hence, both programmes and programmes should keep the dual objective of entertainment and education in mind. If the older child audience is desired, the emphasis should be more on learning; and for younger child audience the focus should be entertaining time pass. Also, more female Adolescents in comparison to male Adolescents cite 'learning and education' and 'combating loneliness' as reasons for watching TV. So, the programmes meant for them should be more empathizing and should perform the role of providing company to the female Adolescents.

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