Time Spent on Television Viewing and its Effect on Changing Values of School Going Children

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INTRODUCTION

Television is one of the source of information and among the many factors influencing values, home life television is noteworthy. The popularity of television is wide spread and it has both positive as well as negative effects on children and youth depending upon the quality and contents of its programmes. Television viewing has brought about many changes in the behaviour as well as values and attitudes of the children. Sharma (1994) also studied the effect of television viewing on different values. Keeping this in mind the study was undertaken with the objective to examine the influence of television on changing values of children between 6-12 years.

MATERIAL AND METHODS

The study was conducted on children of two Govt. and two private schools in the Panchrukhi Block of Kangra district of Himachal Pradesh. One hundred fifty children (75 males and 75 females) were selected from those schools as the sample of the study. Modified Personal value questionnaire cum interview schedule (Sherry and Verma, 1994) was used in the present study to assess the effect of television on different values of children. The data were collected through personal interview method by visiting each respondent personally at home/school. The parents and teacher of children were also interviewed for collecting required information. The collected data were first tabulated on a master table from which appropriate tables were formulated depending upon the type of information required. Chi-square (χ^2) test was used to compute association among independent and dependent variables.

RESULTS AND DISCUSSION

Table 1 indicates the number of hours spent on television viewing by both male and female children per day. It can be seen from the table that there were only 5.33 per cent male

Table 1: Daily time spent on television watching by the respondents

Time spent (hrs)	Male (n=75)	Female (n=75)	Total (N=150)
Less than 1	28 (37.33)	37 (49.33)	65 (43.33)
1-2	32 (42.67)	28 (37.33)	60 (40.0)
2-3	11 (14.67)	10 (13.34)	21 (14.0)
3 and more	4 (5.33)	-	4 (2.67)

$$\chi^2_{\text{Cal}} = 5.560^{\text{NS}}$$

NS- Non- significant

Figures in parentheses indicate percentage of total sample of each aspect

respondents who watched television programmes for more than 3 hours while there were none among females. The average time spent in front of television was found to be 1 to 3 hours.

Table 2 shows the religious values of the respondents. It is the family/ parents who form the habit of worship in children. No significant gender differences were found in religious values of the respondents.

Table 3 presents habits of children and their aesthetic sense i.e. appreciation of beauty etc. Most of male respondents (97.33 per cent) kept their things properly in rooms as compare to 93.33 per cent female respondents. According to the parents and teachers of the respondents, all the respondents completed their homework regularly, neatly and systematically. They also like to wear neat and clean dresses. About 52 per cent of the female respondents like to give gifts like flower pot, painting, lampshade etc. on the birthday of their friends in comparison to 64 per cent of the male respondents. Results revealed that there were difference among males and females for the same as reflected by the Chi-square value which was estimated to be significant at 5 per cent level of significance. It was also observed that there was difference among Doordarshan viewers and cable viewers regarding the aesthetic value. Females had better aesthetics values than males.

Table 4 shows that about 30 per cent of the respondents had habits of going to library. Almost 46.67 per cent of the male respondents liked to

Table 2: Effect of television watching on religious values of the respondents

Features of religious values/God/ Goddess worshipped by children	Channels								
	Doordarshan (%)			Cable network (%)			Total (%)		
	Males (n=60)	Females (n=59)	Total (N=119)	Males (n=15)	Females (n=16)	Total (N=31)	Males (n=75)	Females (n=75)	Total (N=150)
A. Features of Religious Values									
Faith in God	98.33	100.00	99.16	93.33	87.50	96.77	97.33	97.33	97.33
Worship done by children	90.67	100.00	98.32	86.67	68.75	77.42	94.67	93.30	94.00
Religious schedule at home	86.67	84.75	85.71	80.00	87.50	83.87	88.00	85.33	86.67
Go to religious place	100.00	100.00	100.00	93.33	75.00	83.87	98.67	94.67	96.67
Like to watch religious serials on television	26.67	20.34	23.53	60.00	31.25	45.16	33.33	22.67	28.00
B. God/Goddess Worshipped by Children									
Shivji	30.00	30.50	30.25	80.00	50.00	64.51	40.00	34.67	37.33
Durga	5.00	8.47	6.72	20.00	12.50	16.12	8.00	9.33	18.67
Krishna	3.33	6.77	5.04	13.33	18.75	16.12	5.33	9.33	7.33
Ganesh	5.00	1.69	3.36	13.33	-	6.45	6.67	1.33	4.00
Hanumaan	5.00	3.38	4.20	13.33	12.50	12.90	6.67	5.33	6.00
All above	10.00	16.90	13.44	28.66	31.25	29.03	13.33	20.00	16.67
Any other	13.33	10.16	11.76	20.00	25.00	22.58	14.67	13.33	14.00
NS= Non- significant A) $\chi^2_{\text{Cal}} = 0.553^{\text{NS}}$ A) $\chi^2_{\text{Cal}} = 1.316^{\text{NS}}$ A) $\chi^2_{\text{Cal}} = 0.071^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 3.555^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 3.165^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 4.999^{\text{NS}}$									

Table 3: Effect of television watching on aesthetic values of the respondents

Features of aesthetic values/ Free time activities	Channels								
	Doordarshan (%)			Cable network (%)			Total (%)		
	Males (n=60)	Females (n=59)	Total (N=119)	Males (n=15)	Females (n=16)	Total (N=31)	Males (n=75)	Females (n=75)	Total (N=150)
A. Features of Aesthetic Values									
Keep books copies clothes and shoes properly	98.33	98.30	98.31	93.33	75.00	83.87	97.33	93.33	95.33
Complete home work regularly neatly and systematically	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Like to wear neat and clean dresses	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Gift to friends	48.33	67.79	57.98	66.67	50.00	58.06	52.00	64.00	58.00
God is present in all beautiful things	91.67	98.30	94.95	60.00	68.75	64.51	85.33	92.00	88.67
B. Free Time Activities									
Drawing/painting	20.00	28.33	20.16	33.33	37.50	35.48	22.67	24.00	28.33
Listening music	8.33	3.38	5.88	40.00	18.75	29.03	14.67	6.67	10.67
Dancing	6.67	3.38	5.04	20.00	6.25	12.90	9.33	4.00	6.67
Going outside	28.33	16.94	22.68	53.33	56.25	54.83	33.33	25.33	29.33
Gardening	6.67	1.69	4.20	-	-	16.12	15.33	1.33	3.33
Watching television	20.00	3.38	11.76	93.33	6.25	48.38	34.67	4.00	19.33
Above all activities	1.67	-	0.84	-	-	3.22	1.33	-	10.67
Other activities	5.00	3.38	4.20	13.33	18.75	16.12	6.67	6.67	6.67
NS= Non- significant A) $\chi^2_{\text{Cal}} = 1.634^{\text{NS}}$ A) $\chi^2_{\text{Cal}} = 1.879^{\text{NS}}$ A) $\chi^2_{\text{Cal}} = 1.000^{\text{NS}}$ * Significant at 5% level of significance B) $\chi^2_{\text{Cal}} = 6.299^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 10.567^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 15.167^*$									

read extra books in comparison to almost 29.33 per cent of females. About 73.33 per cent of the females and 62.67 per cent of males felt that educated families were good families. Only 33.33 per cent of the male respondents liked to miss school for the sake of television/cinema. Whereas females did not miss school. About 91 per cent of the respondents had interest in learning new

things. Chi-square value was estimated to be highly significant at 1 per cent level of significance and 5 Per cent level of significance. Table also shows the qualities of a good teacher according to the respondents. Results also revealed that knowledge value of children increases due to television and males had better knowledge value than females, whether they

Table 4 Effect of television watching on knowledge values of the respondents

Features of knowledge values/ Qualities of good teacher	Channels								
	Doordarshan (%)			Cable network (%)			Total (%)		
	Males (n=60)	Females (n=59)	Total (N=119)	Males (n=15)	Females (n=16)	Total (N=31)	Males (n=75)	Females (n=75)	Total (N=150)
A. Features of Knowledge Values									
Visit to library	30.00	39.33	27.73	33.33	43.75	38.71	30.67	29.33	30.00
Read extra	40.00	35.59	37.82	40.00	37.50	38.71	46.67	29.33	38.00
Educated family is good family	75.00	71.19	73.11	53.33	43.75	48.39	73.33	62.67	68.00
Miss the school for television/ cinema	20.00	-	10.08	86.67	-	41.94	33.33	-	16.67
Interest in learning new things	96.67	98.30	97.48	80.00	56.25	67.74	93.33	89.33	91.33
Belief in hard work	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
B. Qualities of Good Teacher									
Soft spoken	30.00	35.59	32.77	33.33	25.00	29.03	30.67	33.33	32.00
Having more knowledge	3.33	5.08	4.20	13.33	12.50	12.90	5.33	6.67	16.00
Intelligent	20.00	8.47	14.29	40.00	18.75	29.03	24.00	10.67	17.33
Tell about new things	3.33	1.69	2.52	6.67	-	3.23	4.00	1.33	2.67
Above all qualities	21.67	16.95	19.33	33.33	12.50	22.58	24.00	16.00	20.00
Other qualities	18.33	18.64	18.49	46.67	25.00	35.48	24.00	20.00	22.00

NS= Non- significant

A) $\chi^2_{\text{Cal}} = 11.442^*$ A) $\chi^2_{\text{Cal}} = 12.197^*$ A) $\chi^2_{\text{Cal}} = 24.061^{**}$

**Significant at 1% level of significance

B) $\chi^2_{\text{Cal}} = 3.603^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 1.362^{\text{NS}}$ B) $\chi^2_{\text{Cal}} = 4.417^{\text{NS}}$

*Significant at 5% level of significance

were cable network viewers or Doordarshan viewers.

In general, sex differences were not very sharp regarding, democratic, social economic hedonistic and health values of children. There were not much differences among males and females regarding religious values but females were slightly more religious than males. Females had better aesthetic values while males had better knowledge values than females.

KEYWORDS Democratic. Social. Economic. Health. Sex Differences. Television

ABSTRACT The present study was undertaken to examine the effect of television on different selected values of children in the age group of 6-12 years. This study was conducted in the Panchrukhi Block of Kangra District of Himachal Pradesh. A total of hundred fifty children (75 each from Govt. and Private schools) of both sexes were selected randomly for this study. The data were collected by personal contact on different television viewing habits of children by using a questionnaire cum interview schedule. The effect of television on different selected values of children was assessed by using Chi-square statistic analysis. Results showed that sex differences were not apparent regarding democratic, Social, economic, hedonistic and health values of children and sex differences were observed among religious, aesthetic and knowledge values.

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