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## RESEARCH ARTICLE

### THE KNOWLEDGE AND ATTITUDE REGARDING ILL EFFECTS OF TELEVISION VIEWING ON CHILDREN AMONG MOTHERS: A DESCRIPTIVE APPROACH

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#### ABSTRACT

Television is a wonderful gift of science. Children are the worst victims of TV influences. Its impact on children is universal. The knowledge and attitude of the parents or rather the mother is of most important as it is inter related with the television viewing attitude of her child. Objectives of the study are to assess the existing knowledge and attitude regarding the ill effects of television use and its prevention among the mothers, to correlate the knowledge and attitude score of mothers regarding the ill effects of television use and its prevention, to find association between knowledge and attitude with demographic variables. Descriptive survey design was used for this study. The sample consisted of 100 of mothers who are residing in the selected urban community of Mangalore. Sample was selected by non probability purposive technique. Structured knowledge questionnaire and attitude scale was used to collect the data from samples. The collected data was analyzed by using descriptive and inferential statistics. Study finding have shown that, there is a relationship between knowledge and attitude and also there is a significant association between knowledge and demographic variables such as education, occupation, and hours of television viewing by children.

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#### INTRODUCTION

Television is an electronic device. It is a wonderful gift of science. Today television is an important means of entertainment and education and more over, it is a machine that makes it possible for people to tour the world while they are relaxing on their living rooms sofas.<sup>1</sup>

Television is one of the strongest media due to its reach it is influencing the cultures of the country. Children of course are the worst victims of TV influences. Its impact on children is universal. The gravity of TV influence varies from child to child. It depends on factors such as age and personality of the child, their viewing habits that are inclusive of duration of TV watching, types of programs, and guidance provided by the parents and also their TV viewing practice.

Television is a potentially beneficial medium if the way in which it is used is correct. The educative role of television cannot be denied. Television provides the information regarding day to day events on national and international level. It helps in getting guidelines to the students regarding their subjects from deemed and remote universities. With the help of information provided by the television it is possible to compare the development and progress of the nation with others. It helps in getting information regarding the weather,

business, technical, sports etc. Theist is the most important means of entertainment for every section of our society.<sup>2</sup>

Television viewing has many advantages and disadvantages, especially on children. Prolonged television viewing will affect more adversely. A study reported that watching about five hours of TV per day at age 1 are associated with a 28% increase in the likelihood of having attention problems at age 7. A similar 28% increase at age 7 shows up for 3-year olds who watch about five hours of TV per day. Alternatively, each additional hour of TV watched above the mean at ages 1 and 3 increases the likelihood of attention problems at age 7 by about 10%.<sup>3</sup>

As kids get older, too much screen time can interfere with activities such as being physically active, reading, doing homework, playing with friends, and spending time with family. Most kids plug into the world of television long before they enter school. According to the Kaiser Family Foundation (KFF) - two-thirds of infants and toddlers watch a screen an average of 2 hours a day, kids under age 6 watch an average of about 2 hours of screen media a day, primarily TV and videos or DVDs, kids and teens 8 to 18 years spend nearly 4 hours a day in front of a TV screen and almost 2 additional hours on the computer (outside of schoolwork) and playing video games.<sup>4</sup>

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According to an investigation, watching too much television as toddlers later forecasted- a 7% decrease in classroom engagement; a 6% decrease in math achievement (with no harmful effects on later reading); a 10 % increase in victimization by classmates (peer rejection, being teased, assaulted or insulted by other students); a 13% decrease in weekend physical activity; a 9% decrease in general physical activity; a 0% higher consumption of soft drinks; a 10% peak in snacks intake; a 5% increase in BMI.<sup>5</sup>

Parents play a vital role in children’s television viewing habits. The socio economic background of parents may influence their attitude towards children’s television viewing habits. Some parents are using the television as a baby sitter since they think it as the safest and less expensive method of managing their children. Some mothers will use television as a tool for keeping the child calm, which ultimately will make the child more associated with television.

The knowledge and attitude of the parents or rather the mother is of most important as it is inter related with the television viewing attitude of her child.<sup>6</sup>

**MATERIAL AND METHOD**

Descriptive survey design was used for this study. The sample consisted of 100 of mothers who are residing in the selected urban community of Mangalore.

Sample was selected by non probability purposive technique. Structured knowledge questionnaire and attitude scale was used to collect the data from samples. The collected data was analyzed by using descriptive and inferential statistics.

**RESULTS**

- The study results showed that, 76% of samples have poor knowledge, 18% have average knowledge and 6% have good knowledge regarding ill effects of television viewing on their children, and 100% of samples have neutral attitude towards ill effects of television viewing on their children.
- Area-wise knowledge of mothers shows that knowledge regarding general aspects of television viewing had mean ±SD of 3.53 ± 1.78, knowledge regarding ill effects of television viewing had mean ±SD of 4.27 ± 2.20 and knowledge regarding developing healthy television viewing practice had mean ± SD of 1.33 ± 1.43.
- Relationship between the level of knowledge and attitude of mothers regarding ill effects of television viewing on their children was ascertained using Pearson correlation coefficient (r=0.270) which is significant at 0.01 level. Hence the research hypothesis was accepted.
- Chi-square value of the age of mothers, number of children, type of family, number of television, place of television in home, hours of TV viewing by parents in a day was less than that of table value of 3.84 level of significance. Thus it can be concluded that, there is no significant association between knowledge of mothers regarding ill effects of television viewing on their children and age of mothers, number of children, type of family, number of television, place of television in home and hours of TV viewing by parents in a day.

- Chi-square value of the education of mothers, occupation of mothers, number of children, type of family, number of television, place of television in home and hours of TV viewing by parents in a day was less than that of table value of 3.84 level of significance. Thus it can be concluded that, there is no significant association between attitude of mothers regarding ill effects of television viewing on their children and education of mothers, occupation of mothers, number of children, type of family, number of television, place of television in home and hours of TV viewing by parents in a day.

**Table 1** Frequency and percentage distribution of mothers according to the grading of their knowledge score.

n= 100

Knowledge score	Grading	Frequency	Percentage
0 - 10	Poor	76	76
11 - 20	Average	18	18
21 - 30	Good	6	6

Table 1 shows that 76% of samples have poor knowledge, 18% have average knowledge and 6% have good knowledge regarding ill effects of television viewing on their children.

Table 2 shows that highest mean% score(45.86 ± 2.20) was in the area of ill effects of television viewing, where as the lowest mean% score(14.21 ± 1.43) was in the area of developing healthy television viewing practice.

Table 3 shows that 100% of samples have neutral attitude towards ill effects of television viewing on their children.

The data presented in the Table 4 shows that there is a positive correlation between knowledge and attitude among mothers regarding ill effects of television viewing on their children  $r_{(100)}=0.270$ , table value at 0.01 level of significance.

So the research hypothesis is accepted and inferred that increase in level of knowledge results in increase in level of attitude among mothers.

**Association between knowledge score and the selected demographic variables**

Chi- square was computed to test the hypothesis.

**H<sub>1</sub>:** There will be a significant association between knowledge score of the mothers regarding ill effects of television viewing and selected demographic variables.

Table 5 shows there is significant association between knowledge and demographic variables such as education, occupation, and hours of television viewing by children.

**Association between attitude score and the selected demographic variables**

Chi- square was computed to test the hypothesis.

**H<sub>2</sub>:** There will be a significant association between attitude score regarding ill effects of television viewing and selected demographic variables.

The above Table6 shows that there is significant association between the attitude scale and demographic variables such as age and hours of television viewing by children.

**Table2** Area-wise mean, median, standard deviation, mean percentage of knowledge score

Sl. No	Knowledge aspects	No. of items	Max possible score	Range	Mean	Median	SD	Mean%
1	General questions	10	10	8	3.53	3	1.78	37.92
2	Ill effects of television viewing	14	14	9	4.27	4	2.20	45.86
3	Developing healthy television viewing practice	6	6	5	1.33	1	1.43	14.29

**Table 3** Frequency and percentage distribution of mothers according to the grading of their attitude score

n= 100

Attitude score	Grading	Frequency	Percentage
0 – 25	Unfavorable attitude	0	0
26 – 50	Neutral	100	100
51 – 75	Favorable attitude	0	0

**Table 4** Correlation between knowledge and attitude

	Mean	Median	Standard deviation	Correlation	Remarks
Knowledge	9.31	8	4.36		
Attitude	39.04	38	4.861	0.27	Significant

**Table 5** Association between knowledge score and selected demographic variables

Sl No.	Demographic variables	Median	t <sup>2</sup>
		<8	8
	<b>Education:</b>		
1	No formal education & Primary education	45	30
	High school, P.U.C. and above	8	17
	<b>Occupation:</b>		
2	Home maker & self employee	49	36
	Government employee & others	4	11
	<b>Hours of TV viewing by children:</b>		
3	Less than ½ hour & ½ - 1 hour	44	27
	1 -2 hour & more than 2 hours	9	20

Table value  $\chi^2=3.84$ ;  $p<0.05$ ; \*= significant

**Table6** Association between attitude score and selected demographic variables

Sl.No	Demographic variables	Median	t <sup>2</sup>
		<38	38
	<b>Age in years:</b>		
1	Below 20years & 20-29 years	44	27
	30-39 years & above 39 years	10	19
	<b>Hours of TV viewing by children:</b>		
2	Less than ½ hour & ½ - 1 hour	43	28
	1 -2 hour & more than 2 hours	11	18

Table value  $\chi^2=3.84$ ;  $p<0.05$ ; \*= significant

## DISCUSSION

In this chapter finding of the study has been discussed with reference to objectives and in relation with the findings of the previous study.

Major findings of the study are 44% of mothers were in the age group of 20- 29years. 48% of children. 60% were from nuclear family. 85% have 1 television in their house. 35% have television in children's bedroom.

41% of parents have television viewing habit of less than ½ hour in a day. 41% children have television viewing habit of less than ½ hour in a day. 56% has previous information on

the ill effects of excessive television viewing practice on their children.

### Knowledge score

The findings of the knowledge score revealed that 76% of mothers had poor knowledge, 18% had average knowledge and 6% had good knowledge. The study also showed that over all

knowledge of mothers regarding ill effects of television viewing on children was average. The study results are supported by a study which showed that, there was an association between increased television viewing and shorter sleep duration and the presence of a television in the room where a child sleeps also was associated with less sleep, particularly in minority children.

### Attitude score

The findings of the attitude score revealed that 100% of mothers had neutral attitude towards ill effects of television viewing on children.

The study reports are supported by a study which was conducted to assess the impacts of food products advertisement of television on the eating habits of children. The study results showed that 23% children watch television up to 3 hours and 30% were watched television up to 4 hours a day The results also show that (30%) of children respondents watches PTV for more than four hours daily. The study evidences that majority of children respondents are influenced by the T.V advertisements.

### Association

In this study there was a significant association between knowledge score as well as attitude score with the selected demographic variables such as age of the mothers, education of the mothers, occupation of the mother, number of children, type of family, number of televisions at home, place of television at home, hours of television viewing by parents, hours of television viewing by children & previous information regarding ill effects of television.

### Correlation

In this study there is a positive correlation between knowledge score and attitude level of the mothers regarding the ill effects of television viewing on their children.

### Limitations

- The study is limited to the mothers residing in a selected urban area.
- The mothers who were having children aged up to 18 years only were taken for the study.

### Recommendations

Based up on the study findings, the following recommendations were offered.

- Similar study may be replicated on a large sample.
  - A comparative study can be done with different groups of people from urban and rural area.
  - A follow up study can be conducted to determine the effectiveness of information booklet in terms of gaining knowledge in those subjects to whom the information booklet has administered.
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