

A Study to Assess the Effect of Watching Television on Selected Behaviour among Children in Selected Areas of Raichur

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Abstract

Television is one of the most effective media in today's world in order to spend one's leisure time. From younger generation to older generation everyone were fond of watching television whenever they gets time. For a child, television is a source to gain information about life and experience different types of behaviour. So it is very important for a parents to take care of their child while watching television. The current study was aim to assess the effect of watching television on selected behaviour among children. The research design adopted was a descriptive survey. The subjects were selected by using purposive sampling technique. The sample size was 100 children aged between 8-10 years of Vasavi Nagar area of Raichur. Data were collected by using structured interview schedule through checklist. Result showed that the effect of watching television was observed to the maximum number of the children in selected behaviour on eating behaviour, physical activity, study behaviour, psychosocial behaviour and emotional behaviour. Out of 100 childrens, only 1 (1%) had adequate behaviour, 96 (96%) had moderate behaviour and 3(3%) had inadequate behaviour. Awareness can be created to parents as well as childrens through structured teaching programme on maintaining and promoting healthy behaviours thereby preventing bad influence of effect of watching television.

Keywords: Behavior; Physical Activity; Psychosocial; Emotional; Eating Habit.

Introduction

Television is a major form of entertainment in this era. Television has great impact on people's life. It plays an important role in the lives of children and for some a larger role than that of parents and schools. Television has either a documented or probable effect on a variety of health related behaviour in children which indirectly affect their growth and development pattern. Television has a major impact on children's knowledge, attitude and behaviours. Research has demonstrated the association between television watching and its effect: Children's aggressive behaviour, Racial and

sex role stereotypes, Decreased interest in reading and school activities and Poor health habits and attitudes.

The adverse effects of television appear related to both the time spent and the content of the programs that are viewed. The incidence of obesity was highest among children who watched four or more hours of television a day and lowest among children watching an hour or less a day. Children, who spend more time watching TV regardless of the content of the programming, are more likely to behave aggressively and have other types of social problems.

Watching more than two hours of television a day may lead to behavioural problems among young children. Children who watched more than two hours of television per day from age 5 until age 10 were more likely to develop sleep, attention and aggressive behaviour problems than those

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Received on 24.05.2018, **Accepted on** 09.06.2018

who watched less. Early exposure of TV was not associated with any problem with social skills but watching more than two hours a day at age 8 was linked to fewer social skills.

Major potential health effects of TV watching are unhealthy eating behaviour may accompany television (eating snacks and drinking sugary soft drinks). About 80 percent of children say that they eat while watching TV. Sleeping habits may be affected. Television viewing makes people physically inactive and robs time that could be spent in more physically pursuits. Watching television may displace other skill, building leisure time activities. TV viewing also is primarily a solitary activity and steals time from possible real life interactions with others, which helps develop inter-personal skills.

“A healthy child is a sure future” – is one of the themes of WHO. Every child should be allowed to achieve his / her optimal growth and development potential, so that he can effectively contribute towards the Nation’s productivity. It is the responsibility of the parents, teachers, health care workers, society and more over the media to provide those opportunities, which are essential for healthy development of a child. Moreover it is the responsibility of the health professional specially the paediatric nurse who plays an important role in promotive and preventive care of children to be involved in the education of parents and children regarding the positive ill effect of TV watching and how it affects the growth and development as well as the responsibility of parents in monitoring children’s TV watching and related behaviours.

Methods

The research design adopted was a descriptive survey. The subjects were selected by using purposive sampling technique. The sample size was 100 children aged between 8-10 years. The pilot study revealed the feasibility of the study. Reliability of the tool was evident by using split half technique $r = 0.91$ and was found to be highly reliable. Data were collected by using structured interview schedule through checklist. Analysis of the data was done by using descriptive and inferential statistics.

Results

A total number of 100 children aged between 8-10 year. Majority of the children had effect on watching television on selected behaviour (eating behaviour, physical activity, study behaviour, psychosocial behaviour and emotional behaviour). Out of 100

childrens, only 1 (1%) had adequate behaviour, 96 (96%) had moderate behaviour and 3(3%) had inadequate behaviour.

Insignificant relationship was found between behavioural scores of children with age, sex, education, type of school, religion, type of family and monthly family income.

Significant relationship was found between behavioural scores of children with number of siblings and occupation of parents.

Findings related to effect of TV watching on eating behaviour, physical activity, study behaviour, psychosocial behaviour and emotional behaviour.

More than half of the sample (65%) liked to eat more in front of television, (72%) of the sample liked to eat food shown in advertisement, nearly half (44%) will escaped meal because of favourite programme, (51%) learned to eat unhealthy oily foods, (70%) of the sample will force their parents to cook food shown in the advertisement, one third (34%) will eat fast in order to see programme, (68%) were fond of taking tea and snacks while watching television, (37%) had disturbance in their meal time, majority of the sample (77%) felt eating snacks and drinking soft drinks will lead to become overweight, (67%) will eat along with their parents (Table 1).

Majority of the sample (82%) felt that more television watching will effect on eye, nearly half (43%) were active while watching television, very few percentage (21%) felt to get up and do the work again after watching television, more than half (62%) agree that less mobility is the cause of inactive and obesity, (76%) will do exercise in the morning, (58%) felt that their physical activity is reducing because of watching television, nearly two third of the sample (67%) can imitate the scenes like jumping or fighting, majority of the sample (83%) can imitate the dance programme shown in television, (92%) had interest to imitate painting and drawing, (80%) of the sample had interest in watching yoga progamme and imitate the same (Table 2).

Majority of the sample (84%) were gaining general knowledge by watching television, (36%) of the sample will stop doing daily homework, (78%) got disturbed in their study timing, (68%) felt that they are reducing daily reviewing of the topic taught in the school, (63%) of the sample had interest to see favourite programme even during study, nearly half (42%) can able to stop watching television during exam, majority of the sample (94%) felt watching programs like Maths, Science, History, and Quiz will increase knowledge, more than two third of the sample (66%) read books even during watching television, nearly half (45%) can

Table 1: Percentage Distribution of Children by their Eating Behaviour

S.No.	Effect on eating behaviour	Frequency		Percentage	
		Yes	No	Yes	No
1	Whether you are feeling like to eat more in front of the television?	65	35	65	35
2	Do you feel like to eat food which is shown in the advertisement?	72	28	72	28
3	Have you escaped your meal anytime because of favourite programme?	44	56	44	56
4	Did you ever try to learn eating unhealthy oily foods and soft drinks while watching television?	51	49	51	49
5	Do you force your parents to cook the same food shown in advertisement?	70	30	70	30
6	Whether you will eat fast in order to see the programme or not?	34	66	34	66
7	Are you fond of taking tea and snacks while watching television?	68	32	68	32
8	Is your meal time disturbed because of television programme?	37	63	37	63
9	Have you feel that eating snacks and drinking soft drinks will lead to become overweight?	77	23	77	23
10	Do you eat along with your parents or continue watching television?	67	33	67	33

Table 2: Percentage Distribution of Children by their Physical Activity

S.No.	Effect on Physical activity	Frequency		Percentage	
		Yes	No	Yes	No
1	Are you feeling that more television watching will effect on your eyes?	82	18	82	18
2	Are you physically active while watching television?	43	57	43	57
3	Do you feel to get up and do the work again after watching television?	21	79	21	79
4	Is less mobility the cause to become inactive and obese?	62	38	62	38
5	Can you do exercise or go for a walking in the morning?	76	24	76	24
6	Are you feeling that your physical activity is reducing because of watching television?	58	42	58	42
7	Can you imitate the same scenes like jumping or fighting shown in television?	67	33	67	33
8	Can you able to imitate the dance programme shown in television?	83	17	83	17
9	Are you interested in imitating painting and drawing shown in television?	92	8	92	8
10	Are you interested in watching yoga programme and to imitate the same?	80	20	80	20

Table 3: Percentage Distribution of Children by their Study Behaviour

S.No.	Effect on Study Behaviour	Frequency		Percentage	
		Yes	No	Yes	No
1	Are you gaining general knowledge by watching television?	84	16	84	16
2	Do you stop doing daily homework because of television?	36	64	36	64
3	Is your study timing get disturbed because of television?	78	22	78	22
4	Can you feel that you are reducing daily reviewing of the topic taught in the school?	68	32	68	32
5	Are you having any interest to see favourite programme even during study time?	63	37	63	37
6	Can you able to stop watching television during exam?	42	58	42	58
7	Can watching programs like Maths, Science, History and Quiz will help to your knowledge ?	94	6	94	6
8	Did you read books even during television watching?	66	34	66	34
9	Can you able to concentrate on your studies after watching television?	45	55	45	55
10	Are you scoring good marks in the exam in spite watching television?	38	62	38	62

able to concentrate on their studies after watching television, only (38%) were scoring good marks in exam inspite of watching television (Table 3).

Only (37%) of the sample were responding to others when they were watching television. Nearly one third (22%) of the sample preferred restriction of watching television from parents, majority (93%) felt irritation if anyone disturbed while watching television, more than half (53%) felt that they are having lack of interactions with others, (70%) of the sample were participating in social activities, (42%) had good communication skills, (63%) were happy to mingle with relatives

and friends, (36%) liked to miss the function for the sake of watching favourite programme, (43%) liked to go for outing with family members and nearly half (47%) will cooperate with their peers (Table 4).

Nearly half (45%) of the sample were able to sleep nicely at night after watching television, more than half of the sample will woke up in between at night after watching fearful scenes, majority (85%) had effect on sleep because of horror movies, very less (21%) can able to sleep alone at night after violence programme, only (35%) felt frightened while seeing wild animal, majority of (88%) felt angry when there is no electric power, (35%) can able to control

Table 4: Percentage Distribution of Children by their Psychosocial Behaviour

S.No.	Effect on Psychosocial Behaviour	Frequency		Percentage	
		Yes	No	Yes	No
1	Are you responding to others when you are watching television?	37	63	37	63
2	Do you like the restriction of watching television from parents?	22	78	22	78
3	Will you get irritation while watching television if anybody disturbed you?	93	07	93	07
4	Are you feeling that you are having lack of interaction with others?	53	47	53	47
5	Are you participating in social activities?	70	30	70	30
6	Are you having good communication skills?	42	58	42	58
7	Are you happy to mingle with your relatives and friends?	63	37	63	37
8	Do you like to miss the function for the sake of watching favourite programme?	36	64	36	64
9	Do you like outing with your family members?	43	57	43	57
10	Do you co operate with your peers?	47	53	47	53

Table 5: Percentage Distribution of Children by their Emotional Behaviour

S.No.	Effect on Emotional Behaviour	Frequency		Percentage	
		Yes	No	Yes	No
1	Are you sleeping nicely at night after watching television?	45	55	45	55
2	Did you wake up anytime in between night after watching fearful scenes?	66	34	66	34
3	Is horror movies effecting to your sleep?	85	15	85	15
4	Can you able to sleep alone at night after any violence programme?	21	79	21	79
5	Do you feel frightened while watching wild animal in the television?	35	65	35	65
6	Do you feel angry when there is no electric power?	88	12	88	12
7	Can you able to control crying while watching tragedy scenes?	35	65	35	65
8.	Whether your mood changes according to television programme?	70	30	70	30
9.	Do you feel bad when you don't get the product shown in advertisement in television?	87	13	87	13
10.	Are you angry when someone changes the channel?	96	04	96	04

crying while watching tragedy scenes, (70%) of the sample's mood changed according to television programme, (87%) of the sample felt bad when they don't get product shown in advertisement, majority of the sample (96%) were angry when someone changes the channel (Table 5).

Discussion

Television is one of the most effective media in today's world in order to spend one's leisure time. From younger generation to older generation everyone was fond of watching television whenever they get time. For a child, television is a source to gain information about life and experience different types of behaviour. So it is very important for parents to take care of their child while watching television. The above data shows that three fourth of the sample had effect on eating behavior, majority of the sample had effect on Physical activity, more than half of the sample had effect on Study behavior, half of the sample had effect on psychosocial behavior and emotional behaviour.

Television and other media represent the single most important modifiable and neglected influence on children. Literature emphasized both positive as

well as negative effect on growth and development of children. Children are very impressionable and it is important to control what their minds are exposed to. It is responsibility of the parents to monitor their children what type of program they are watching, how many hours they are sitting in front of TV and effect of watching television and other activities related to eating behaviour, physical activity, study behaviour, psychosocial and emotional behavior

Watching more than two hours of television a day may lead to behavioural problems among young children. Children who watched more than two hours of television per day from age 5 until age 10 were more likely to develop sleep, attention and aggressive behaviour problems than those who watched less. Early exposure of TV was not associated with any problem with social skills but watching more than two hours a day at age 8 was linked to fewer social skills.

Conclusion

The effect of watching television was observed to the maximum number of the children in selected behaviour on eating behaviour, physical activity, study behaviour, psychosocial behaviour and

emotional behaviour. Out of 100 children, only 1 (1%) had adequate behaviour, 96 (96%) had moderate behaviour and 3 (3%) had inadequate behaviour. Mean and standard deviation result showed that the effect of watching television seen among all the various group of demographic variables. Chi square result showed that there is no association of children behavioural score with age, sex, education, type of school, religion, type of family and monthly family income. Hence the research hypotheses related to above demographic variables has rejected There is an association of children's behavioural score with number of siblings and occupation of parents. Hence the research hypotheses related to the above demographic variables has accepted.

Acknowledgments

We would like to thank the investigator, and study participants of this study.

Conflict of Interest

The authors declare that they have no conflicts of interest.

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