



KNOWLEDGE AND ATTITUDE OF PARENTS REGARDING VIEWING OF TELEVISION AND ITS IMPACT ON BEHAVIOUR OF SCHOOL GOING CHILDREN IN SELECTED URBAN COMMUNITY AREA GUWAHATI, ASSAM : A DESCRIPTIVE STUDY.

Kangkana Talukdar*	Msc. Nursing 2 nd year (Community Health Nursing specialty) Asian Institute of Nursing Education, Guwahati, Assam, India. *Corresponding Author
Bijaya Thongam	Associate Professor, Asian Institute of Nursing Education Guwahati, Assam.
Dr. Unmona Borgohain Saikia	Dean faculty of nursing, SSUHS, Principal, Asian Institute of Nursing Education, Guwahati, Assam.

ABSTRACT According to Canadian Paediatric Society May (2003) In world, the amount of violence on television is on the rise. The Average child watch 12,000 violent acts on television annually, includes many depictions of murder and rape more than 1000 studies confirm that exposure to heavy doses of television violence increases aggressive behaviour, particularly in males some other studies link television or newspaper publicity about suicide to an increased suicide risk. Today's children are in a world of rapid development. Optimal mental health is vital to cope with this development and to overcome the stress related to it. Environment plays a major role in the intellectual development. Television being a part of the major environment attract children who spend hours watching both suitable and unsuitable programmes.

Aim: The aim of the study was to assess the knowledge and attitude of the parents regarding viewing of television and its impact on behaviour of school going Children.

Methods and Materials: The research approach adopted for the study was quantitative approach. Non-experimental descriptive research design and survey method was used in this study. Convenience sampling technique was used to select the samples. The sample size was 100 parents of school going children. study was conducted in selected area of Guwahati, Assam, who fulfilled the inclusion criteria. The tools used for the study were structured knowledge questionnaire and modified 5 point likert scale Conceptual framework health promotion model was used to assess the knowledge and attitude of parents regarding viewing of television and its impact on behaviour of school going children.

Result: Data analysis was done by calculating mean, standard deviation and chi-square test. A total of 100 parents of selected area of Guwahati, Assam participated in the study. It was found that majority i.e.; 67% of the parents of school going children had moderately adequate knowledge, 25% parents had adequate knowledge and 8% parents had inadequate level of knowledge. It was also found that 60% of the parents had moderately desirable attitude, 38% had desirable attitude and 2% had undesirable attitude regarding viewing of television and its impact on behaviour of school going children regarding knowledge there was significant association of knowledge with demographic variables like age, gender, education, number of children, monthly family income, number of male child, child spend time on television in a day and however there was no significant association of knowledge with child having TV in bedroom, child watching TV while eating, number of female child. There was also significant association of attitude with monthly family income but it was found that there was no significant association of attitude with age, gender, type of family, education, no of children, monthly family income, male child, female child, average hours spend time on TV, Child watching TV while eating, your child have TV in bedroom. Correlation between knowledge and attitude of parents regarding viewing of television and its impact on behaviour of school going children was found to be 0.403 which infers that there is moderately positive correlation.

Conclusion : Through this study, the investigator concluded that parents have moderately adequate knowledge, regarding viewing of television and its impact on behaviour of school going child and more parents have moderately undesirable attitude towards television viewing.

KEYWORDS : Parents, school going children, impact, behaviour, television, knowledge and attitude.

INTRODUCTION-

Today's children are in a world of rapid development. Optimal mental health is essential to cope with this development and to overcome the stress related to it. Environment plays a major role in the intellectual development. Television being a part of the major environment attract children who spend hours watching both suitable and unsuitable programmes. It is more common for children to watch TV for relaxation, amusement or just to pass the time and hence process the information superficially and uncritically. Discussing, explaining and challenging television communication has been effective in helping children to understand and interpret television material and in overcoming the effect of the televised violence. (1)

Television is the most powerful and influential media of communication worldwide. Due to its powerful influence, most advertisers advertise their product to attract school going children as they are the target audience in most cases. This is due to the fact that school-going children are innocent and readily agree to buy any particular product, which is being advertised on television. Television viewing, based on some surveys of what children watch, average child annually sees about 12000 violent acts, 14,000 sexual references and innuendos, and 20,000 advertisements. In this case children and adolescents are especially vulnerable to the messages communicated through television which put influence in their perceptions and behaviours. Many younger children cannot discriminate between what they see and what is real. Although there have been studies documenting some pro-social and educational benefits from television viewing, significant research has shown that there are negative health effects resulting from television exposure in areas such as violence and aggressive behavior, sex and sexuality, nutrition and obesity and substance use and abuse patterns. (2)

OBJECTIVES-

- To assess the knowledge of parents of school going children regarding viewing of television and its impact on behaviour of school going child.
- To find out the attitudes of the parents of school going children regarding viewing of television and its impact on behaviour of school going child.
- To find out the correlation between knowledge and attitude of parents of school going children regarding viewing of television and its impact on behaviour of school going child.
- To find out the association between knowledge and attitude of parents of school going children with selected demographic variables.

REVIEW OF LITERATURE-

SECTION I: Studies related to times/hours seen by school going children regarding viewing of television and its impact on behavior of school going child.

Amira A, Houfey E L (2013) conducted a descriptive cross-sectional research design on the effect of television watching habits on the behaviours of school children in Assiut city, Egypt among 382 parents of children by using structured interview questionnaire to collect data. Studies have shown that 64.3%, 60.0% & 100.0% respectively of children who watched television more than 4 hours daily had mild, moderate and severe tendency for violence. (3)

SECTION II: studies related to knowledge of parents regarding viewing of television and its impact on behavior of school going child.

Jismi et al (2015) conducted a descriptive study to assess the

knowledge and attitude regarding ill effects of television viewing on children among 100 mothers in Managlore by using structured knowledge questionnaire and attitude scale. The results 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, and 100% of samples have neutral attitude towards ill effects of television viewing on their children.(4)

SECTION III: studies related to attitude of parents regarding viewing of television and its impact on behavior of school going children.

Cheng T L, et al (2004) conducted a self-report assisted survey to assess attitudes and monitor violent television viewing from the perspective of parents by using convenience sample technique among 830 parents of united kingdom. The studies shows that 75% of parents reported that their youngest child watched television, 53% reported always limiting violent television viewing, although 73% believed that their children viewed television violence at least 1 time a week. Among television viewers, 81% reported limited viewing of sexual content on television and 45% reported watching television with their youngest child. The finding suggested that attitude and practices varied on the basis of the age of the child and the gender of the parent.(5)

RESEARCH METHODOLOGY-

Research Approach-Quantitative research
Research Design-Descriptive research Design
Research Variables-Knowledge and attitude

DEMOGRAPHIC VARIABLES- In this study the demographic variables are age, gender, Type of family, Education, No of children, Family income No of male child No of female child, Average hours spend on TV, Watching TV while eating Presence of TV in the bedroom.

Setting of the study: Urban areas community, Guwahati, Assam.

Population- Parents of school going children.

Target Population- Parents residing in urban community, Guwahati, Assam.

Accessible population- Parents residing in selected urban community, Guwahati, Assam.

Sample- Parents residing in urban community, Guwahati, Assam and who fulfills the inclusion criteria.

Sample Size-100

INCLUSION CRITERIA-

The inclusion criteria in the study are parents of school going children who :

- were willing to participate.
- can speak and understand Assamese.

EXCLUSION CRITERIA-

The exclusion criteria in the study were:

- Parents of school going children who were mentally unstable.

TOOLS

SECTION A: Demographic data.

SECTION B: Structured interview schedule to assess the knowledge of the parents regarding viewing of television and its impact on behaviour of school going children.

SECTION C: 5-point Likert scale to assess the level of attitude regarding viewing of television and its impact on behaviour of school going children.

TECHNIQUES – Interview method

CONTENT VALIDITY OF THE TOOL:

The prepared tool was validated by- 3 Nursing experts in the field of Mental health Nursing, 2 Medical experts in paediatric Department, 2 Nursing experts in the field of Child Health Nursing, 2 Nursing experts in the field of Psychiatric Nursing.

RELIABILITY OF THE TOOL:

The reliability of knowledge questionnaire schedule was done by using split half method and it was found to be 0.97. The reliability of the attitude scale was done by using test-retest method and it was found to be 0.97. Hence the tool was reliable.

PILOT STUDY:

- Time period: 10th Nov to 12th Nov 2020
- Settings: Conducted for urban community in Nepali colony, Dispur, Kamrup (M)
- Sample: The study was conducted among Parents of school going child in selected urban community Guwahati, Assam and who fulfilled the inclusion criteria.
- Sample Size: 10

MAIN STUDY: Main study was done from 14 Dec 2020 to 14 Jan 2021

DATA COLLECTION PROCESS:

The period of data collection was from 14.12.2020 to 14.1.2021. The ethical clearance was given from respective authority. The investigator approached the Medical Superintendent of Maternal and Child Welfare Hospital, Dhirenpara, Guwahati, Assam and also from the head of village of Dhirenpara for permission to conduct main study in urban community. A brief self –introduction and the purpose of the study were explained to the respondents prior to the data collection, informed consent was obtained for their willingness in their study and the privacy and confidentiality were assured with regards to their response. After obtaining the permission, house to house survey was done and if the respondents was not found then next proximity house was searched for the respondents. The respondents were selected based on the convenience sampling technique that fulfills the inclusion criteria. The investigator then administered the structured interview schedule and the respondents were given the verbal correct response against the structured questionnaire. Each respondent took approximately 25-30 minutes to complete the questionnaire. The data collection procedure continued till the sample size reached 100.

RESULTS:

Table 1: Frequency and percentage distribution of demographic variables of parents of school going children.

Demographic Variables	Frequency (f)	Percentage (%)
n = 100		
Age in years		
21 – 25	3	3
26 – 30	70	70
31 – 35	4	4
36 – 41	5	5
More than 41	18	18
Gender		
Male	26	26
Female	74	74
Type of family		
Nuclear	60	60
Joint	40	40
Extended	0	0
Education		
No formal education	18	18
Primary education	0	0
Middle school	59	59
Higher secondary	4	4
Graduate and above	19	19
No. of children		
One	60	60
Two	24	24
Three	9	9
More than three	7	7
Monthly family income (Rs.)		
Less than equal to 10000	32	32
10,001 – 20,000	41	41
20,001 – 30,000	26	26
More than 30,000	1	1
How many male child do you have?		
0	36	36
1	51	51
2	13	13
More than 2	0	0
How many female child do you have?		
0	28	28
1	62	62
2	2	2

More than 2	8	8
How many hours on an average does your child spend time on television in a day?		
Less than 2 hours	58	58
2 – 4 hours	41	41
More than 4 hours	1	1
Does your child watch TV while eating?		
Yes	80	80
No	20	20
Does your child bedroom have TV?		
Yes	65	65
No	35	35

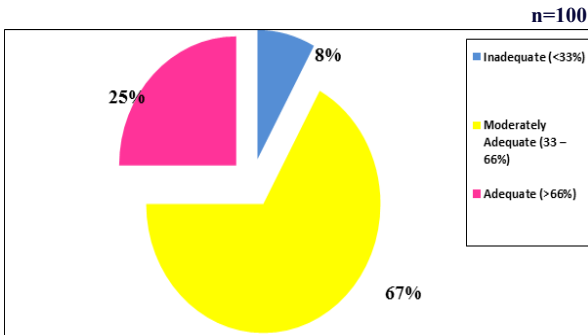


Fig I : Percentage distribution of level of knowledge of parents regarding viewing of television and its impact on behaviour of school going children

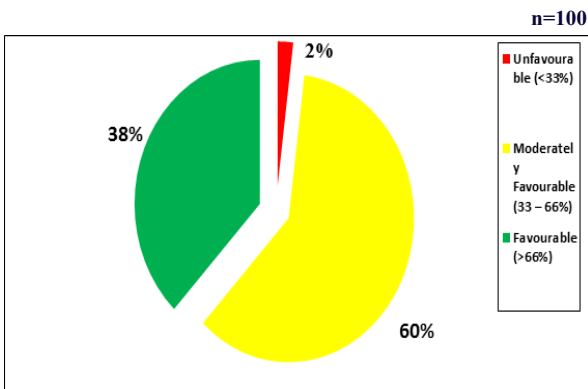


Fig- II Percentage distribution of level of attitude of parents regarding viewing of television and its impact on behaviour of school going children.

Table II : Correlation between knowledge and attitude scores of parents regarding viewing of television and its impact on behaviour of school going children.

Variables	Mean	S.D.	Karl Pearson's Correlation Value
Knowledge	12.26	3.73	r = 0.403
Attitude	35.05	5.74	p = 0.0001, S***

***p<0.001, S – Significant
SD-Standard Deviation

The table II reveals that there was correlation between knowledge and attitude of parents regarding viewing of television and its impact on behaviour of school going children. In 0.403, which infers that there was moderately correlation between knowledge and attitude.

The result of present study was supported by the study finding of Srivastava. P who conducted a descriptive study with the aim to assess the knowledge and attitude of parents regarding viewing of television. Results finding reveals that 8% of them had poor knowledge, 36% average knowledge, 50% good knowledge, 6% very good knowledge about impact of television on children. The study shown the positive attitude 84%, negative attitude 16% on impact of television on children. The correlation value shows that positive correlation between knowledge and attitude score of parents. (6)

Table III: Association of level of knowledge of parents regarding viewing of television and its impact on behaviour of school going children with their selected demographic variables.

DEMOGRAPHIC VARIABLES	CHI SQUARE VALUE	d. f	p Value	Remarks
Age in years	18.713	8	0.016	Significant at p<0.05
Gender	5.514	2	0.063	Not significant
Type of family	3.252	2	0.197	Not significant
Education	14.524	6	0.024	Significant at p<0.05
Number of Child	15.484	6	0.017	Significant at p<0.05
Monthly Family income	21.167	6	0.002	Significant at p<0.01
Number of male Child	14.866	4	0.005	Significant at p<0.01
Number of female Child	7.642	6	0.266	Not significant
Average hours spend on TV by a child	23.333	4	0.0001	Significant at p<0.001
Child watch TV while eating	1.650	2	0.438	Not significant
Presence of TV in bedroom	0.467	2	0.792	Not significant

***p<0.001, **p<0.01 *p<0.05, S – Significant, N.S – Not Significant

The table I depicts the association of level of knowledge of parents regarding viewing of television and its impact on behaviour of school going children with their selected demographic variables.

The table III shows that the demographic variable hours on an average child spend time on television in a day had shown statistically significant association with level of knowledge at p<0.001 with chi-square value of (X²=23.333, p=0.0001). The demographic variables monthly family income and number of male child had shown statistically significant association with level of knowledge at p<0.01 with chi-square value of (X²=21.167, p=0.002) and (X²=14.866, p=0.005). The demographic variables age, education and number of children had shown statistically significant association with level of knowledge at p<0.05 with chi-square value of (X²=18.713, p=0.016), (X²=14.524, p=0.024) and (X²=15.484, p=0.017). The other demographic variables had not shown statistically significant association with level of knowledge of parents regarding viewing of television and its impact on behaviour of school going children.

Table IV : Association of level of attitude of parents regarding viewing of television and its impact on behaviour of school going children with their selected demographic variables.

DEMOGRAPHIC VARIABLES	CHISQUARE VALUE	d.f	P Value	Remarks
Age in years	7.875	8	0.446	Not Significant
Gender	7.364	4	0.413	Not significant
Type of family	1.769	2	0.413	Not Significant
Education	6.286	6	0.392	Not significant
Number of Child	7.132	6	0.309	Not Significant
Monthly Family income	16.518	6	0.011	Significant at p<0.05
Number of male Child	5.802	4	0.214	Not Significant
Number of female Child	6.914	6	0.329	Not Significant
Average hours spend on TV by a child	0.755	4	0.944	Not Significant
Child watch TV while eating	1.650	2	0.438	Not Significant
Presence of TV in bedroom	0.467	2	0.792	Not Significant

*p<0.05, S – Significant, N.S – Not Significant

The table IV depicts the association of level of attitude of parents

regarding viewing of television and its impact on behaviour of school going children with their selected demographic variables.

The table shows that the demographic variable monthly family income had shown statistically significant association with level of knowledge at $p < 0.01$ with chi-square value of ($\chi^2 = 16.518$, $p = 0.011$). The other demographic variables had not shown statistically significant association with level of attitude of parents regarding viewing of television and its impact on behaviour of school going children.

DISCUSSION-

Regarding the knowledge, the present study is contrast by the study finding of Jismi, Johny, Jubin, Jisna, Priya (2015) who conducted a descriptive study with the aim to assess the knowledge and attitude regarding ill effect of television among 100 mothers in Mangalore, where the findings reveals that 76% of them have poor knowledge, 18% have average knowledge and 6% have good knowledge regarding ill effect of television viewing on their children. (7)

The result of this study was supported by A descriptive study by Srivastava.P with the aim to assess the knowledge and attitude of parents regarding viewing of television. Results finding reveals that 8% of them had poor knowledge, 36% average knowledge, 50% good knowledge, 6% very good knowledge about impact of television on children. The study shown the positive attitude 84%, negative attitude 16% on impact of television on children. The correlation value shows that positive correlation between knowledge and attitude score of parents. (8)

The result of the present study was supported by the study finding of patil NG Mhaske A who conducted a correlational study with the aim to assess the parental knowledge and attitude regarding the impact of television on 50 children at Aurangabad, where the findings reveals that 93.33% parents had good attitude and 6.67% had average attitude. It also shows that parents 50% of parents had average knowledge, 20% had poor knowledge, and only 11.7% and 18.3% of parents had excellent and good knowledge respectively (9)

The present study was supported by a cross sectional study by **Chan k and Mc Neal, J, et al 2003**, with the aim to examine Mainland Chinese parents attitudes toward advertising and parental mediation of television viewing. Finding reveals that, Chinese parents hold negative attitudes toward television advertising in general and children's advertising specifically. The negative attitudes result mainly from the perception that advertising is deceptive and annoying. Parents feel strongly that advertising should be banned on children's programming. (98%) of parents exercise some control over the contents and time of television viewing. Despite a low level of co-viewing and discussion of television commercials with children, Chinese parents perceived that they have great influence on their children's attitudes toward advertising. (10)

CONCLUSION:

The following conclusion are drawn on basis of findings

A total 100 parents of school going children from Dhirenpara, Guwahati, Assam participated in the study.

- Out of 100 parents of school going children majority i.e. 67(66.7%) had moderately adequate knowledge, 25(25%) had adequate knowledge and only 8(8%) had inadequate knowledge.
- In level of attitude, Out of 100 parents of school going children, majority i.e. 60(60%) had moderately favourable attitude, 38(38%) had favourable attitude and 2(2%) had unfavourable attitude regarding viewing of television and its impact on behaviour of school going children.
- The Karl Pearson's Correlation value of $r = 0.403$ shows a moderate positive correlation between knowledge and attitude scores which clearly infers that when knowledge of parents regarding viewing of television and its impact on behaviour of school going children increases their attitude level also increases.
- Chi square analysis showed that there is significant association of level of knowledge with age, education, no of children, time spend on TV in a day, monthly family income, no of male child.
- Thus this study concludes that, nurses can provide education to the parents about television viewing and its impact on behavior of school going child. Parents can put greater emphasis on the different ways to maintain healthy habits regarding keeping limitation while watching television at home. Awareness can be done through information booklet to the parents to increase

knowledge and attitude during school health programme and educate them regarding ill effect of television.

REFERENCES:

- 1) Dowshen S. Healthy Habits For TV, Video Games and The Internet. available from: URL : <https://kidshealth.org/en/parents/tv-habits.html>.
- 2) Raphaelle Choose TV or how to benefit from the most powerful media of the world (Cite: July 652017) available from URL: <https://blog.realitytics.io/en/bet/page-no-3>
- 3) El-Houfey AA, Elserogy Y M. The Effect of Television Watching Habits on the Behaviours of Primary School Children in Assiut City, Egypt. IJMS 2013;46 (4):1391. URL: <https://www.academia.edu/12438026>
- 4) Jismi, Jisna, Johncy, Jubin, Jubiya and Priya, Aranha The knowledge and attitude Regarding Ill Effects Of Television Viewing On Children among Mothers: A Descriptive Approach, IJSR ,2016; DOI: 10.24327/IJSRSR available from URL: <http://recentscientific.com>
- 5) Cheng T ,He M, Piché L, Beynon C, Harris S. Screen-related sedentary behaviors: children's and parents' attitudes, motivations, and practices. Journal of nutrition education and behavior. 2010 Jan 1;42(1):17-25. available from URL: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5606225/>
- 6) Patil. G. N , Dr. Mhaske . A, parental knowledge and attitude regarding the impact of television on children in a selected areas in Aurangabad city IOSR journal of nursing and health science (IOSR-JNHS)(cited on Jul - Aug. 2015) DOI: 10.9790/1959-04452732 URL: www.iosrjournals.org
- 6) Srivastava.P a study to assess parental knowledge and attitude regarding the impact of television on children in selected area kanpur, u.p researchgate net/publication/ 342725223 DOI:10.36713/epra4759 available from URL: <https://www.researchgate.net/>
- 7) Jismi, Jisna, Johncy, Jubin, Jubiya and Priya, Aranha The knowledge and attitude Regarding Ill Effects Of Television Viewing On Children among Mothers: A Descriptive Approach, IJSR ,2016; DOI: 10.24327/IJSRSR available from URL: <http://recentscientific.com>
- 8) Srivastava.P a study to assess parental knowledge and attitude regarding the impact of television on children in selected area kanpur, u.p researchgate net/publication/ 342725223 DOI:10.36713/epra4759 available from URL: <https://www.researchgate.net/>
- 9) Patil. G. N , Dr. Mhaske . A, parental knowledge and attitude regarding the impact of television on children in a selected areas in Aurangabad city IOSR journal of nursing and health science (IOSR-JNHS)(cited on Jul - Aug. 2015) DOI: 10.9790/1959-04452732 URL: www.iosrjournals.org
- 10) Chan K, McNeal JU. Parental concern about television viewing and children's advertising in China. IJOR 2003 Jun 1;15(2):151-66. URL: http://www.coms.hkbu.edu.hk/karachan/file/A1_parent_paper_IJPOR