

A Study on Parental Perception Towards Children Viewing Cartoon



Social Science

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ABSTRACT

This study focuses on the various aspects on the perception of the parents towards children viewing cartoon and it was conducted in two reputed schools in Dibrugarh District of Assam. It tried to explore the influence of cartoon among the children as perceived by their parents and it also tries to reveal the various problems faced by the children in their growing state. The study is descriptive in nature. The universe of the study consists of 140 parents whose children are studying I to III standard in two schools in Assam. Census method was adopted and data was collected from all 140 parents. Self prepared questionnaire was adopted for the study. The finding of this study revealed that majority of the respondent's children (72.1%) watch Television every day, 65.7% of the respondent's children are viewing cartoon program and 74.3% of the parents feel that their children's studies get affected by watching Television. There is significant association between the mother's occupation and time spent by the respondent's children in watching cartoon. There is a significant association between respondent's child's habit of imitating cartoon characters and the learning problems faced by the child.

INTRODUCTION

Children today are much interested in cartoons over the years and cartoons have become almost a necessity for most children, without which the parents find it very difficult to manage their kids. Practically, children today are getting much opportunity to watch cartoon at an early age of six months and by the time they reach the age of three they become great fans of many cartoon characters. A child today watches cartoons on the television and gets many chances to see material that are not appropriate from them. The children who watch too much cartoons on television are more likely to have mental and emotional problems, eye problems and unexpectedly the risk of physical, social and behavioral problem increases.

Cartoons are the most frequent and easily accessible source of entertainment which we provide to our children. Due to extension of channels and enormity in media, it has become very easier for the children to watch their own favourite cartoon channel and at the same time parents too feel relaxed that they can provide their children with their favorite channels.

Viewing cartoon has both positive and negative effects on children. Cartoons are not only the best source of entertainment for kids, but could also be used for educational purposes. It helps to improve vocabulary and make children to learn new languages. But at the same time viewing cartoons that shows violence to children are more likely to have mental and emotional problems. Another effect of cartoon is on the brain and eyes of the children. Children fail to differentiate between fantasy and reality which on a later stage affects a child adversely.

Cartoons have tremendous ability to mould the burgeoning personality of any child through the introduction of super heroes and role models. Children do learn moral values and good lessons from role models, provided that the role models set positive example for the children. However, negative thoughts and ideas can have ill effects on the children which in the long run will affect the future of the kids.

The study was conducted the study in two reputed schools of Dibrugarh District, Assam.

REVIEW OF LITERATURE

Krishna Desai (2012) "New Generations Study"

The author, Krishna Desai, did a study on the behavior and life-

style trends of kids across the country in 26 centers including New Delhi, Bangalore, Chennai, Mumbai, Kolkata, Nasik, Hyderabad, Lucknow, Guwahati and Ahmadabad among other cities. The sample consisted of 3100 kids of age group 7-14 years participated in the survey. The key findings of the survey are (i) Children today get much opportunity to access technology via computers, internet and mobile phones. (ii) Kids now days are using social networking sites. (iii) Kids today spend more money than before.

PankajaRaghav and Alok Kumar(2010) "The Influence of Television on Children and Adolescents in an Urban Slum"

Television today became an important medium extensively used to broadcast information to its viewers. It has the distinctive feature of combining audio and visual technology and serves multiple purposes of entertainment, information and education. Today television has a great influence on children from a very early age itself and it does have an effect on children's social development. Television has the possibility to make both positive and negative effects. Too much TV viewing contributes to an increased incidence of obesity and also has harmful effects on learning and educational performance. The researcher tells that today children have the possibility to access more media and television is the most preferred one with nearly 96.31% of the children preferring it. And the average age the child starts watching TV is 2.96 years.

RESEARCH METHODOLOGY

Aim

- To bring out the Parental Perception towards Children viewing Cartoon.
- To find the psychological effects, social effects, behavioural effects and physical effects of cartoon viewing.
- To know children's interest on type of cartoon, favourite channels and other aspects related to cartoon viewing.
- To study the effect of cartoons on children's studies and lifestyle.

Hypotheses

- There is a significant association between the type of family and the respondent's children habit of watching cartoons.
- There is a significant association between the time spent in watching cartoons by the respondent's children and the Psychological problems, Physical problems, Behavioural problems and Social problems developed by children.

- There is a significant association between the time spent by respondent's children in watching cartoons and problems faced by children in studies.
- There is a significant association between the Mother's Occupation and time spent by respondent's children in watching cartoon.
- There is a significant association between age of the respondent's children and the children habit of watching Television every day.
- There is a significant association between respondent's children duration of watching cartoons and nature of the children being adamant.

Research Design

The study describes the socio- demographic data and parental perception towards children viewing cartoon. Hence the researcher has used descriptive design for the study.

Universe and Sampling

The study was conducted in Assam at two reputed schools of Dibrugarh District. Universe of the two schools consists of 140 Primary School Children from Class I to Class III). (In school 'A' there were 80 Children and in School 'B' here were 60 children). Census method was used and data was collected from all the 140 children's Parents.

Inclusive Criteria

- Educated parents whose children are studying in First, Second and Third class were included.

Tools of Data collection

Self -prepared questionnaire was used as a tool for data collection

ANALYSIS AND INTERPRETATION

After collecting the data, the data was organized and transcribed before the commencement of tabulation procedure. All the work was done by statistical method.

Major Findings

- Nearly half of the respondent's children (43.6%) are in the age group of above 7 years.
- More than half of the respondents' children (58.6%) are boys.
- More than half of the respondents (55.8%) are in nuclear family type.
- Vast majority of the respondent's children have not developed any psychological, physical, social and behavioral problems.
- Majority of the respondent's children (72.1%) watch Television every day.
- Vast majority of the respondent's children (96.4%) watch cartoon channels.
- Nearly half of the respondent's children (44.3%) are interested in watching Pogo channel.
- Nearly half of the respondent's children (46.4%) are good in studies and more than half of respondent's children (60%) are getting A+ grade.
- More than half of the respondent's children (52.1%) talk gets influenced by Television language.
- Majority of the parents (74.3%) feel that their children's studies get affected by Television.
- More than half of the respondent's children (58.6%) learn moral values by watching religious cartoons.

Findings related to Hypotheses

There is no significant association between the type of family and the respondent's children habit of watching cartoons.

There is no significant association between the time spent in watching cartoons by the respondent's children and the Psychological problems, Physical problems, Behavioral problems and Social problems developed by Children.

There is no significant association between the time spent by respondent's children in watching cartoons and problems faced by the children in studies.

There is a significant association between the Mother's Occupation and time spent by respondent's children in watching cartoon.

There is a significant association between age of the respondent's children and the children's habit of watching Television every day.

There is a significant association between respondent's children duration of watching cartoons and nature of the children being adamant.

SUGGESTIONS AND SOCIAL WORK INTERVENTION

The researcher would like to suggest the following points for making cartoon viewing a constructive and positive one.

- There should be a censor board for cartoon programs as available for films & movies, which can restrict the programmer from telecasting inappropriate shows and programs.
- The channels should also try restricting or avoiding unwanted shows that can have a negative impact on kids.
- Parents should be very selective and careful while choosing cartoon programs for their kids.
- Parents need to spend quality and quantity time with children.
- Parents need to share and discuss appropriate things with their children on regular basis.
- Parents should try to minimize or reduce the communication gap existing between the parents and children.
- Parents should motivate and educate their children on importance of games and sports. They should allow their children to spend quality time in play ground.
- In today's nuclear family concept, parents must take their children to grandparents and other relatives at regular intervals.
- Parents should always have a watch on all the activities of their children and need to correct them whenever required.
- It is the role of the school social worker to help parents to make them aware of effects of cartoon viewing, thereby they can guide their children in the right direction and to help their children to come out from the over dependency on cartoon.

CONCLUSION

At present, various researches are being taken up all over the world to decide the possibility of using cartoons in promoting literacy. Cartoon could function as an best way to educate children because cartoon essentially includes some sense of humor, that is crucial to a baby's learning and development. Thus, for making cartoons a healthy entertainment and a good and effective source of learning for children, parents should pay a little heed towards providing selective cartoons to their children which could have a positive impact on children.

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