

Behavioural Impact, Joint Media Management (Parent Co-viewing) and Knowledge Management of Parents among Children in Chennai

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Abstract:

Objectives: Television an entertainment media has made its own strong impact among youth right from the day of its discovery. Children watching television has always landed in negative outcomes in aspects relating behaviour, their outcomes in the exams have always been negative and simultaneous lot of health related issues also arose because of continuous watching of television. The main objective of the article concentrates on parent co-viewing television programs along with children and there after their behavioural effects with the family members have a big effect. On the other hand due to Parent co-viewing the kind of programs children watch with their parents and their knowledge enhancement is also considered. **Methods/Statistical Analysis:** The study is based on convenience sampling of 33 children in Pammal area a sub-urban area in the city. It is based on the parental reports regarding children watching television for long hours, its impact on their scoring in exams, parent co-viewing programs with children, children behaviour with family relatives after watching television programs, parents' knowledge enhancement level on health issues of television watching children are considered. **Findings:** The behaviour shown by the children while watching television with their parents' ie joint media engagement or parent co-viewing is significant. Knowledge enhancement by parents on obesity, eye problems and impact of watching tv on marks scored in exams by children are proved to be insignificant. **Applications/Improvement:** the findings suggest that joint media engagement or parent co-viewing is not popular in India but the children rash behaviour can be made proper if parent co-viewing is done along with children because children rash behaviour and parent co-viewing are associated with each other.

Keywords: Joint Media Engagement, Knowledge Enhancement, Parent Co-viewing

1. Introduction

Behaviour is an important way in which a human conducts himself. Numerous studies are seen on undesirable effects on children health and behaviour¹⁻⁴ 15% of five-year-old kids spent 3 hours in front of television and at has a slighter rate of risk in involving into anti-social and unwanted behaviour at the young age (Glasgow University researchers). As per the Journal of Archives of Disease in Childhood reports that children who watched television for more than 3 hours per day were likely to have behavioural problems not able to understand

people, stealing, fighting with people etc.⁵ highlights on the early childhood aggression. Other factors like parents, disciplined style, neighbourhood safety and media are significantly associated with direct television exposure⁶ discusses and provides further evidence on the behavioural pattern of 5 year old kids who watch television are likely to steal or enter into a fight⁷ talks on the better television habits can lead to better behaviour if the parents were guided and asked to change the viewing part of the quality programs the kids were seen with a change and had good respectful behaviours and lesser aggressiveness.

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Negative correlations between hours of television watched and cognitive skills among young children⁸.

Co-viewing can be defined as to time when adults and children watch television together, and share their experience about the program. Co-viewing is considered has been shown to have positive effects on children. Parent co-viewing is defined as parent and children communication about the television programs that was watched. The earliest parent-child co-viewing of television was involved with Israeli mothers who watched Sesame Street program provides educational benefits⁹. There are 3 styles of parent mediation like restrictive mediation, instructive mediation and social co-viewing¹⁰.¹¹ highlights that joint media engagement (JME) can happen anywhere and there are different modes of JME which supports in learning and make a sense of meaning for future situations.

Television programs are watched by children right from very young age. Parents do treat television as one of children engagement in order to complete their tasks. But this converts into habit where children watch television nearly 18 hours per day¹² highlights that children are fond of television from the age of 12 years and as the years pass by it slowly decreases. On the other hand watching television has its own impact on school performance and moulds the habit of young children^{13,14} widely researched on television viewing and academic performance reveals that there is displacement of out of school academic enhancing activities such as leisure reading or time spent on homework. The studies have proved and highlighted on weak inverse relationship between television watching and on time spent on academic achievement which is found to be a complex relationship^{13,14}.¹⁵ highlights on mental laziness of children which adversely affects their school performance and adjustment. Previous studies examined television viewing time with grades and time spent on homework were grades have not been significantly related to television viewing time for a wide age range of students¹⁶ except of one study which used a sample of first graders (Steven et.al 1996)¹⁷ which highlighted that there is significant relationship between grades and television viewing. ¹⁸who conducted a study on grades and time on homework of young children are not significantly related to each other. ¹⁹had highlighted a negative connection between hours of television viewer with test score. Speaking on the reviews of knowledge enhancement of parents relating to the various problems faced by children like obesity, eye problems parents do have knowledge but they are of least importance to television watching. Carson Valerie & Janssen Ian conducted a study on the frequency

while watching television and the frequency of eating junk food are related and modest relationship were found between obesity and television viewing²⁰. Background Television (TV) viewing is most pervasive sedentary pursuits among children and adolescents²¹. Research studies have shown that higher TV viewing hours are associated with a number of negative effects such as being overweight and obese, attention and behavioural problems, and impaired academic performance. A study highlighted decreased duration of sleep and increased television viewings were significantly associated with overweight²². Among the eating behaviours, increased consumption of fried foods was significantly associated with overweight²³ there is obesity related behavioural problems arises among children between 5-17 years.²⁴ highlights children may lose eye vision when watching television continuously. In order to combat the problems faced by children watching television and to increase their sociability, interpersonal adaptability and emotional intelligence²⁵ conducted an experiment to find the effectiveness of horticultural activity on children. The program was found to be effective in improving the relationship between the children with the parents and teachers.

2. Materials and Methods

A population based survey was taken as a sample for families with children 5-12 years was taken in Pammal locality. The surveys comprised of 50 families where 17 family parents declined to participate in the survey. The final sample consisted of 33 families and single child in each family giving the response rate 66%. The TV questionnaire included 15 items which comprised of age, gender, hours of watching television during normal days and exam days, marks scored, behaviour pattern before and after watching television, parent co-viewing and knowledge enhancement of parents on the problems like obesity, eye problems, behavioural and mental problems, the kinds of television shows watched by children and those programs used as tool for knowledge enhancement for children.

The researcher first conducted the reliability statistics test using the cronbach alpha method. According to Table 1 the reliability test of Cronbach's Alpha for the questionnaire is 50.8% which is within the required value.

Table 1. Reliability statistics

Cronbach's Alpha	N of Items
.508	5

3. Results and Discussion

Table 2 highlights the **Model Summary**. This Table provides the R , R^2 , adjusted R^2 , and the standard error of the estimate, which can be used to determine how well a regression model, fits the data: The “**R**” column represents the value of R , the *multiple correlation coefficient*. R can be considered to be one measure of the quality of the prediction of the dependent variable arrogant behaviour while watching television? A value of 0.765 indicates a good level of prediction. The “**R Square**” column represents the R^2 value which is the proportion of variance in the dependent variable (arrogant behaviour while watching television) are explained through independent variables (like class, age, gender, parent co-viewing, watching programs along with them, behaviour shown). The R square is 0.585 that the independent variables explain 58.5% of the variability of our dependent variable arrogant behaviour while watching television).

3. Statistical Significance

According to Table 3, the F -ratio in the ANOVA tests whether the overall regression model is a good fit for the data. The Table shows that the independent variables statistically significantly predict the dependent variable, $F(5, 26) = 7.319$, $p < .0005$ (i.e., the regression model is a good fit of the data).

3.2 Estimated Model Coefficients

The estimated model coefficient under Table 3 shows the general form of the equation to predict: behavior shown by the child from exhibits positive relationship with family members after watching TV, GENDER, what kind of shows you watch, parents watching TV programs with the child, AGE.

The Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. As per the Table once the child watches television programs along with their family members it exhibits a positive relationship and no arrogant behaviour is found

Table 2. Regression model for TV children
Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.505	.53579

Table 3. ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.505	5	2.101	7.319	.000 ^a
	Residual	7.464	26	.287		
	Total	17.969	31			

a. Predictors: (Constant), exhibits positive relationship with family members after watching tv, gender, what kind of shows you watch , parents watching tv programs with the child, age

	Estimated coefficient table	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.215	.523		-.411	.684	-1.290	.860
	GENDER	.148	.197	.095	.748	.461	-.258	.553
	AGE	-.144	.223	-.094	-.646	.524	-.602	.314
	parents watching tv programs with the child	.246	.273	.119	.901	.376	-.316	.808
	what kind of shows you watch	.001	.156	.001	.010	.992	-.319	.322
	exhibits positive relationship with family members after watching tv	.969	.177	.722	5.467	.000	.605	1.334

a. Dependent Variable: behaviour shown by the child

while watching programs along with their parents the kind this is proved statistically where $p < 0.05$ and factors like and co-viewing shows, the kind of shows watched along with parents and behaviour before watching tv is not proved to be significant²⁶.

From the Table 4, it is clear that KMO and Bartlett's Test, it is found that the sampling adequacy value 0.549 and the Chi-Square value for Bartlett's Test of Sphericity 39.882 are statistically significant at 5% level. This implies that the five variables of behavioural pattern of children before and after watching television with parents called joint media engagement and parent co-viewing, are enough to explain its concept.

From the Table 5, it is inferred that the variance of the five variables of children behavioural impact while watching all alone and after parent co-viewing ranges

Table 4. Factor analysis for all the factors in parent co-viewing KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.549
Bartlett's Test of Sphericity	Approx. Chi-Square	39.882
	Df	15
	Sig.	.000

Table 5. Communalities

	Initial	Extraction
% of marks scored by the child	1.000	.716
behaviour shown by the child	1.000	.831
parents watching tv programs with the child	1.000	.500
what kind of shows you watch	1.000	.876
exhibits positive relationship with family members after watching tv	1.000	.839
awareness of health issues like obesity, eye, mental problems of the child	1.000	.642

from 0.500 to 0.876. This implies that the perceptions of parents on behaviour of children before and after watching television with parents the kinds of shows watched awareness of health issues like obesity varies²⁶ from 50 % to 87.6 %. It is also inferred that the kinds of shows watched has a positive impact over the relationship with the family members. The behaviour shown by the child also has an impact over the percentage of marks scored by the child in exams.

From Table 6, it is found that the variables are reduced into three major factors with Eigen values 1.990, 1.268, and 1.147 are statistically significant. The three major factors also possess significant individual values 33.629, 19.500 and 16.855 with total cumulative variance 69.985. This clearly indicates the very existence of three major factors with their respective variable loadings as expressed in the Table.

From the Table 7, it is inferred that the Behaviour shown by the child before watching television (.903) and with the parents co-viewing exhibits a positive relationship (.911). This may be called **Positive behavioural action shown by the child while watching programs with parents.**

Table 6. Initial Eigen values

Component	Table 6. Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
1	2.261	37.689	37.689	2.261	37.689	37.689	1.990	33.171	33.171
2	1.126	18.766	56.455	1.126	18.766	56.455	1.268	21.129	54.300
3	1.017	16.954	73.409	1.017	16.954	73.409	1.147	19.109	73.409
4	.846	14.093	87.502						
5	.547	9.124	96.626						
6	.202	3.374	100.000						

Table 7. Rotated component matrixa

	Component		
	1	2	3
behaviour shown by the child	.903	.109	-.028
parents watching tv programs with the child	.361	.638	-.333
what kind of shows you watch	.025	.008	.932
exhibits positive relationship with family members after watching tv	.911	.001	.051
awareness of health issues by continuous watching of tv	.165	.661	.254
is favourite programs used as teaching tool	-.416	.714	-.113

The second factor is favourite programs used as a teaching tool as **joint media engagement as a tool for children learning.** The third factor is kind of shows watched by children along with parents' **parent co-viewing.**

4. Summary and Conclusion

In the study, children exhibit a positive behaviour while watching shows with their parents. Here it is found that parent co-viewing is associated with the behaviour of the children.

It has been further inferred from the Table 8 that the knowledge enhancement of parents of on problems suffered by children like obesity, eye sight problems, behavioural and mental problems is said to be insignificant.

It is also inferred that television shows are used as teaching tool by parents in order to educate the children²⁷.

Table 8. Chi-square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.775 ^a	3	.855
Likelihood Ratio	1.260	3	.739
Linear-by-Linear Association	.696	1	.404
N of Valid Cases	32		

a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .13.

To summarise the findings, children who watch television shows with parents exhibit a positive relationship. In India parent co-viewing and utilizing television shows as a tool learning is treated as new and emerging concepts where joint media engagement and parent co-viewing and enjoying shows with children is said to be a very rare scenario. Indian parents need to be aware (knowledge enhancement) of the problems that children will face while watching television for more number of hours which might lead to problems like aggressive behaviour, obesity, eye sight problems etc. The positive relationship exhibited among the family members also shows a positive impact over the academic performance of the children. The findings call for further studies on parent co-viewing and joint media engagement. Future guidelines should provide on knowledge enhancement of parents on child related problems and its awareness to be created.

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