

PalArch's Journal of Archaeology of Egypt / Egyptology

IMPACT OF VIDEO WATCHING AMONG CHILDREN – A PARENTS SURVEY

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Taanya Imtiaz, *Dr. Preetha. S, Dr. Lavanya prathap, Dr. M. Jeevitha. IMPACT OF VIDEO WATCHING AMONG CHILDREN – A PARENTS SURVEY--PalArch's Journal Of Archaeology Of Egypt/Egyptology 17(7), 2104-2115. ISSN 1567-214x

Keywords: Impact, Video watching, Parents, Children, Awareness

ABSTRACT

The control of the media has adverse outcomes and consequences on the children's life. It can be either in the structure of viewing television, using tablets and mobiles to watch videos on social media, etc. But all these ventures have its side effects on the routine of the child's life. Example their sleep pattern gets disturbed and it's important to maintain a regular sleep pattern to lead a healthy life at the right age. According to a study of the psychology of children's minds, when video watching activities increases, the mental activities, somatic activities and social exposure decreases. Aim of the study is to make parents aware about the impacts and adverse effects of gadgets and media due to limitless exposure to various activities like video watching, playing games, etc. A survey was taken among 170 people focused mainly on parents [working and non-working] who had children from the age of 3 to 11 years in Chennai, Tamilnadu mainly. There were a total of 15 questions for the parents to answer regarding their child's daily activities, hobbies, interest and their behaviors. More than

85% of the parents are aware about the effects of limitless video watching and usage of media causing physical and mental health problems. Almost 55% of the parents replied that their child's focus and interactions are changed drastically because of the media's influence on them. But the remaining population answered that they were following strict recommended limits to stop their children from the media's extreme approach. Parents were advised to make strict rules on time limits for their children to watch videos and television. Furthermore, research and studies are needed to study their behaviors after their time spent with the gadgets and after watching videos and television.

BACKGROUND

This generation has many merits and demerits depending on the usage of media. The influence of the media has an adverse effect on children's lives. Thus, it is important for physicians to discuss with parents their child's exposure to media and to provide advice and information on age-appropriate use of all media, also adding television, radio, music, video games and the Internet (Carlson et al., 2010).

The main aim is to find out the benefits and the harmful effects of television and videos on children's day to day life. An average child spends nearly 14-15 hour of television viewing and video watching in a week, and an 18-year-old child has watched 200,000 violent acts and 16,000 murders on TV according to an American survey taken up in 1999 (McIntyre, 2007). Seeing violence, developing bad behavior, getting adamant are few adverse effects of videos and media, but there are few understanding commercials displayed which are very helpful to develop their liking to their society (Molen et al., 2008). Major consequences are faced because of TV companies releasing violence shows for fun and enjoyment (SAGE Reference - Encyclopedia of Media Violence, n.d.). Obesity is the major causing disorder because of continuous watching. Binge watching or watching without any breaks also develops brain developmental abnormalities which causes severe brain damage.

“Technology can be a part of a healthy childhood unless and until it doesn't abuse their lives”. When used in the right way television watching may actually be a beneficial tool (Wright et al., 2001). Empathy is an important emotion which everyone has, but by watching violent videos they lose their empathetic nature towards people in their developmental and learning age (Education and Committee on Public Education, 2001)(Bushman and Anderson, 2009). Weight gain and obese are the two major health disorders caused because of binge watching. Children cannot differentiate between reality and fantasy, they imitate and develop the same behavior (Huesmann et al., 2003)(Hoffman and Kaire, 2020). Viewing an aggressive and violent behavior persists into adulthood was found by a 15-year-old study done by the researchers of University of Michigan (Zimmerman et al., 2005). Actual demographic data compares black men as aggressors and white women as victims which brings in gender racism (Rich et al., 1998).

But there is actual difference between the developmental activities and focusing concern on the preschoolers and later childhood and the child's

earliest screen encounters can be formative when the TV based data have been established (Kostyrka-Allchorne et al., 2017)(Cillero and Jago, 2010)(Albarracin and Johnson, 2018). Television viewing time when increased out of the recommended limit causes defects in the postural development (Barrett, 2007). Another activity that affects the daily routines of the children is video games and its addiction and consequences. As with other addictions, gaming addicts become preoccupied with game-playing, and it disrupts family and other areas of life, such as school. The younger that children begin playing video games, the more likely they are to develop dependence-like behaviors. Important factor which affects a child's mentality in that young age is going through a rollercoaster of emotions.

But educational videos are available, and started to enter teaching in the 1980's (Idowu, 2020). Educational videos keep them engaged, provide information and maintain their attention instead of getting tedious (Taylor and Hort, 1990)(Salomon, 1984). Advancement of data and correspondence innovation (ICT) has made a decent asset with enormous prospects (Nagy and Bernschütz, 2016). Aim of the study is to make parents aware about the impacts and adverse effects of gadgets and media due to limitless exposure to various activities like video watching, playing games, etc.

METHODS

A social overview is a target approach for considering the social procedures inside an all-around characterized zone at a given time by methods for a survey, a meeting timetable, and data factually (Corbin, 2002). With the help of surveyplanet, an opinion poll was created and circulated in a form of a survey, and the link was circulated through WhatsApp and social platforms like Facebook and Instagram as its quite advantageous for its fast reach and feedback, ease in gathering the data, and also has the benefit to reach unapproachable people, previous studies have included (Hardy et al., 2006) sample size of 327, (Bollen, 1989) sample size of minimum 100, (Anderson and Gerbing, 1988) sample size of 200, (Anderson and Dill, 2000) sample size of 210, and concluded to involve the effective yet approachable range of 170 people from which the data of the questionnaire were collected which was considered to be adequate for this study, it includes all parents who have children between the age group of 3-11. The survey focused on parents [working and non-working] of Chennai, Tamilnadu mainly, and 15 questions on the impacts of the media and video watching on children. Also, few situations were provided in the survey to know about the children behaviors after their session with the gadgets and the television. Parents were also asked whether they make their children follow any rules on the screen timings. Purposive sampling technique was adopted as the purpose of this study. All the respondents were chosen through random sampling technique, for this study. Data collected and analyzed using SPSS software. Pie chart and bar graphs are used for representation of the data collected. And the following results were noted.

RESULTS AND DISCUSSION

Working parents had different answers and opinions from the non-working parents. Working parents nearly 55.2% [Figure 1] of them think that the use of

media and video watching influences their children's lives, the main reason why they think so is because of their work life and less interaction with their children. The non-working parents and parents falling under the category of working for just 4 to 5 hours a day say they interact with their children and know them well.

And 85% [Figure 2] of the parents think that binge watching will affect their physical as well as their mental health, So the following aids were used by parents to bring distraction in their children? This was one of the most fascinating questions which received unexpected answers. The aids mentioned were: Gadgets, toys, books and eatables. We have studied the association between the age of the respondent's children with their opinion about binge watching videos affecting children's health, and P value obtained was 0.001 which is <0.05 [figure 3] suggesting the statistical significance which represents the association between the age of the respondent's children with their opinion about binge watching videos affecting children's health and parents replied 6-8 age group of the children were watching more videos than other age groups which will cause adverse health effects [figure 3].

And 38% [Figure 4] of the parents think that their children are spending 2-3 hours of screen time and television viewing, but the recommended time for these activities are not more than an hour.

We have asked the parents about, which was the no. 1 app used by their children, results were out noting that YouTube was being first, followed by Netflix, Amazon Prime and Hulu at last.

“Were gadgets and videos used for educational purposes?” This question received almost equal opinions by the parents. 53% of them [Figure 5] answered that their children used videos for educational purposes and the remaining 47% of the population answered it as it was for entertaining purposes. But this question fully depends on their children's age group as children above the age of 8 starts to use social platforms for their education and the younger children still being there figuring out the importance and advantageous use of videos in their daily life. We have studied the association between the age of the respondent's children with their opinion about the purposes of usage of gadgets, and P value obtained was 0.001 which is <0.05 [figure 6] suggesting the statistical significance which represents the association between the age of the respondent's children with their opinion about the purposes of usage of gadgets and parents replied that the 9-11 age group of the children were using gadgets more for entertaining purposes than other age groups (figure 6).

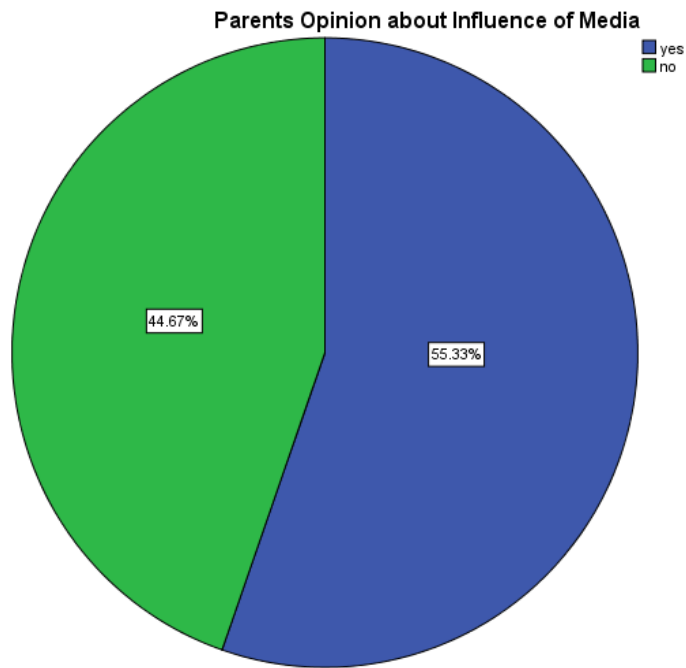


Figure 1: This pie chart represents the parents' opinion about the influence of the media on their children. Blue denotes yes and green denotes no about the influence of the media on children. Most of the parents (55%) are aware that the media has a heavy influence on children's daily lives.

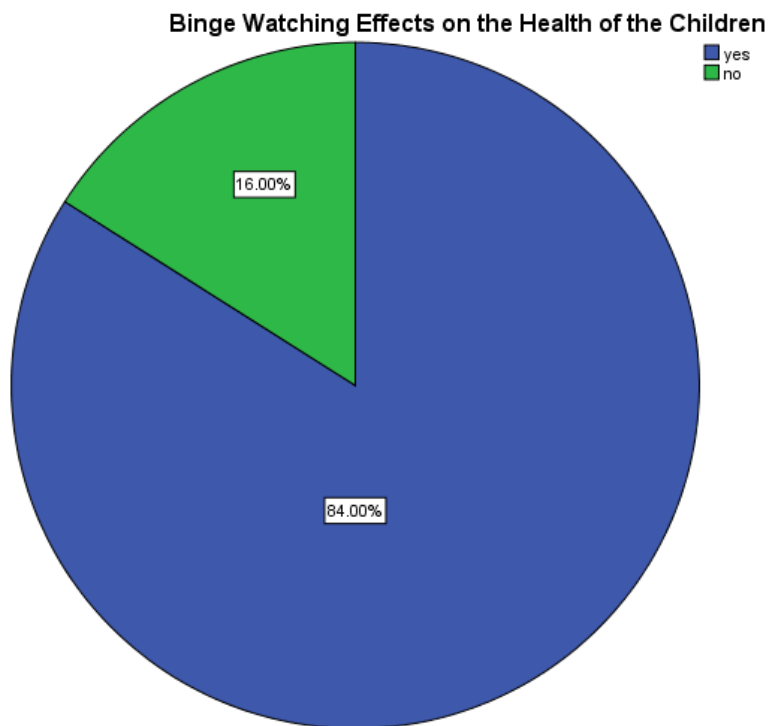


Figure 2: This pie chart represents the awareness of the parents about binge watching effects on the health of the children. Blue denotes yes and green

denotes no about the influence of the media on children. Most of the parents (84%) are aware that binge watching leads to physical and mental disturbances of the children.

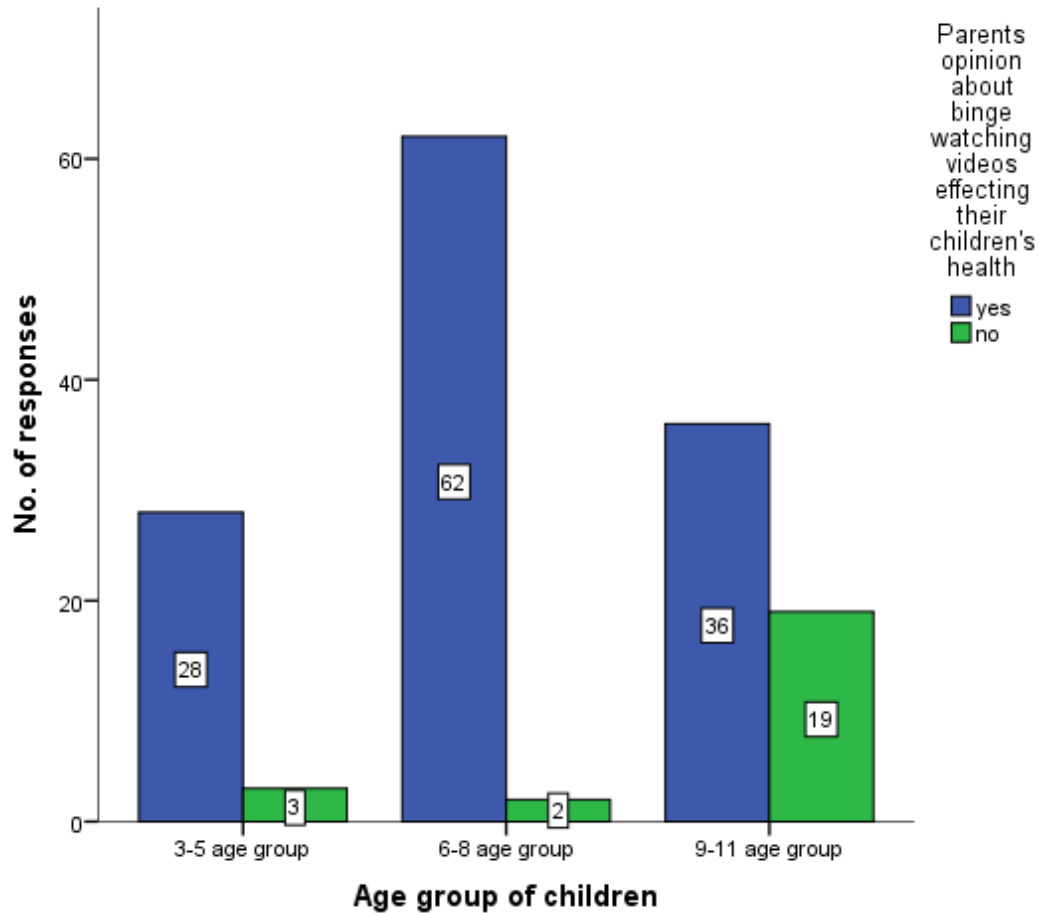
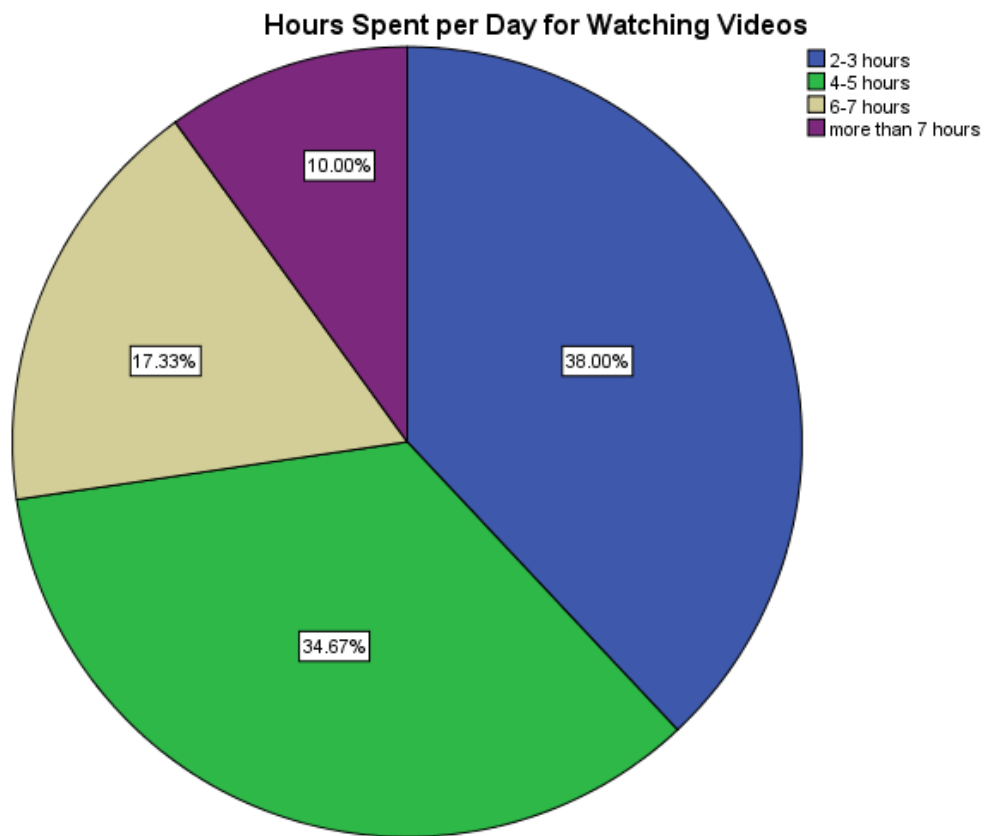


Figure 3: The bar graph depicts the parent's opinion about binge watching videos affecting children's health. X-axis represents the age group of the children and Y-axis represents the number of responses. The blue bar represents yes and the green bar represents no. Parents replied that the 6-8 age group of the children were watching more videos than other age groups which will cause adverse health effects. Pearson chi square test was done and it was highly significant statistically (p value - 0.00).



4: This pie chart represents the opinion of the parents about the hours spent per day for watching videos by their children. Blue denotes 2-3 hours, green denotes 4-5 hours, beige denotes 6-7 hours and purple denotes more than 7 hours of watching videos. Most of the parents (38%) replied that their children spend 2-3 hours watching videos everyday.

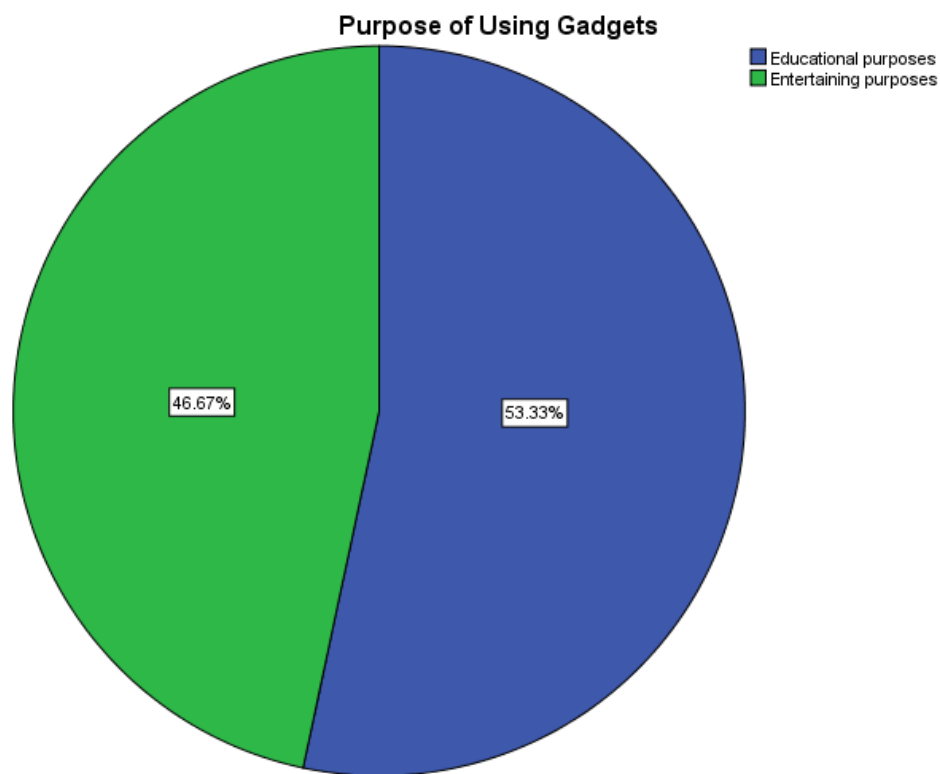


Figure 5: This pie chart represents the parents opinion on the main purpose of using gadgets. Blue denotes yes and green denotes no about the influence of the media on children. Most of the parents (53.3%) replied that they use gadgets for educational purposes and the remaining of them (46.6%) replied they use gadgets for entertaining purposes.

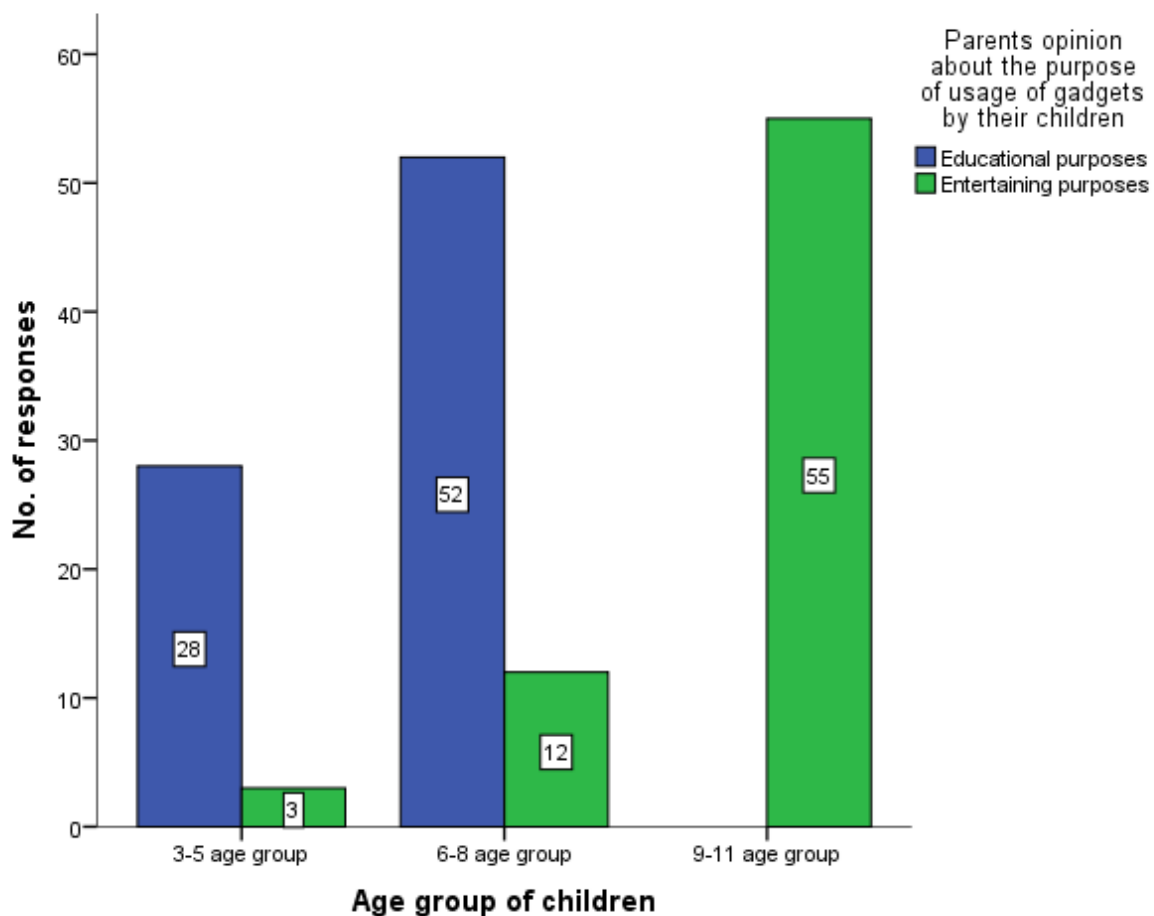


Figure 6: The bar graph depicts the parent's opinion about the purposes of usage of gadgets. X-axis represents the age group of the children and Y-axis represents the number of responses. The blue bar represents educational purposes and the green bar represents entertaining purposes. Parents replied that the higher number of 9-11 age groups of the children were using gadgets for entertaining purposes only than other age groups. Pearson chi square test was done and it was highly significant statistically (p value - 0.00).

The main purpose of this study is to create awareness to the parents about the impact and effects of media and television viewing on children because of some of their work or carelessness. This study allows the parents to know that they have to start interacting with their children more. At the end few tips were given to the parents who took up the survey, related to their psychological minds and their behavior, like at an early age how can the development of our mind lead (Gunter and Gunter, 2019). Parental interaction and care should be provided to them at the correct age, missing this phase can lead to irritation and frustration of the child.

Gadgets and social platforms, an important type of innovation, has gotten basic among the more youthful ages. Recordings utilizing PDAs are acceptable instruments that show understudies on appropriate abilities and

improve learning results. It can likewise prompt an altogether more significant level of learning inspiration, trust in learning an expertise and class fulfillment. Online resources have increased and proper consumption of them will brighten up the young generations. It can be used as a learning tool for improvising the child's mentality and behavioral development. Also, some kids have the potential to learn in a quicker phase when they learn from a visual presentation but phasing screen-time for more than 6 or 7 hours a day can lead to alter in their behaviors.

According to another study on their sleep patterns, it affects their sleep pattern as well leading to unfocused childhood and early depression and anxiety disorders (Barrett, 2007). Previous studies say that their learning process gets deleterious due to excessive video watching (Gunter and Gunter, 2019). Adulthood is the reflection of childhood, according to a research conducted in the University of Michigan children tend to pick up the violent action and impersonate them in their daily life (Huesmann et al., 2003). All the programming aimed for children contains at least two-thirds of the violence than the programs aimed at the adults (Wright et al., 2001) (Manganello and Taylor, 2009) (Anderson and Gerbing, 1988). 'Call of Duty' and 'Grand Theft Auto' the most popular games are on the basis of violence and crime (Bandura, 1998). The usage of screen time appears to be increasing. Psychiatric patients are treated in a different manner are all examples from the TV programmers' (Bandura, 1998). It's mainly because of early childhood addiction which causes further developmental disorders. Often considered a form of computer addiction or internet addiction, video game addiction has been an increasing concern for parents as video games have become more commonplace and are often targeted at children. Video game playing, as one of a range of recreational activities, may not be harmful or indicate an addiction.

Influence of the media is most common in our world. Emotion and feeling should be taught to them at the right age (Cuc, 2017). It's up to the parents who govern and take proper care of the child towards all their activities. Link the studies the over exposure of media influences the lives and has created altered routine and habits. It also impacts their physical and mental development. Around 95% of the parents think that the survey they took up made them realize how their child's health has changed due to the unmonitored guidance from them. More importantly emotions and empathy should be taught to make them more mature and less childish in their further growing age.

CONCLUSIONS

Video watching and television viewing has an impact on the children as their more routines get affected including their physical and mental health. Because of the workload and office tensions parents often tend to forget about their family situations. In our study, more than 85% of the parents are aware about the effects of limitless video watching and usage of media causing physical and mental health problems. Parents were asked to strictly maintain a timetable for the screen timing and the usage of the gadgets under certain

limitations, and give proper care to their children at the right age. More studies are required to interlink their screen timing, video watching impacts on their behavior.

ACKNOWLEDGMENT

The team extends our sincere gratitude to the Saveetha Dental College and Hospitals for their constant support and successful completion of this work.

CONFLICT OF INTEREST

Nil

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