

IMPACT OF CABLE TELEVISION NETWORK ON CHILDREN'S SOCIALIZATION: (A STUDY OF DISTRICT SARGODHA)

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ABSTRACT

The study was about to find out the impact of cable television network on children's socialization. The main objective of the study was to determine the relationship between violent programs and aggression among children as well as to find out the affects of cable television on children's educational outcome. The population of the present study was parents from District Sargodha and multistage sampling technique was used for the selection of tehsil, union councils as well as respondents by adopting simple random sampling technique and convenient sampling technique at different stages. The data was collected by structured questionnaire and SPSS was used for data analysis. The data was analyzed by univariate analysis and bi-variate analysis i.e., chi-square test was applied for hypothesis testing. Results showed that cable television is highly influenced on the socialization of the children as violent behavior is caused due to greater exposure to violent programs. It is also found that it becomes the reason of reducing parent-children interaction pattern due to greater interest in spending time while watching television programs. It is also found that it is a cause of learning uncultured language/words from that programs and children could not pay proper attention on their educational performance as well.

KEYWORDS

Socialization, Exposure, Aggression, Children, Cable Television Network

1. INTRODUCTION

Cable television was started in Pakistan in 1980 from Karachi. Cable television was introduced among major cities of Pakistan in the time period of 1988. It is mentioned that Vohra said during his interview that in June 2000, government of Pakistan legalized the cable system with the aims that it will come up to provide smooth flow of information, knowledge, education and constructive entertainment programs for the people. These all were productive aspects with purpose that were aimed to mention in cable programs. Yet, being acceptable the cable system among the masses of Pakistan, cable television is going to generate the very confusing details about the requirements and preferences of the masses. Therefore, this research is aimed to find out the answers to the questions which are arising due to these confusions as well as giving a detailed exploration towards children in Pakistan with regards to cable viewing habits (Zia, 2002; 2003).

The invention of new and modern technologies, the world has become a “global village”. With the availability of all new gadgets in media studies, television being very cheap and affordable has become very popular and common utility of people throughout the world. Studies show that a huge population of Pakistan has the access of cable television in their homes. Cable television has both negative and positive effect. Negative or anti social effects of television viewing are the areas of more importance in research. A recent study narrated that infant and toddlers who watch T.V have more irregular sleep schedules. This irregularity of sleep schedules is negatively influence in the health of children (Thompson and Christakis, 2005).

No one can develop his sense about anything without the process of socialization. We learn all cultural standards which make sense about the world through the continuous process of socialization. Like all other agents of socialization, mass media particularly television play an important role in socialization of children. Research shows that on an annual basis, children spend more time in front of the television than any other activity except for sleep (Dietz, 1990). The family and community play an important role in socializing children and they are considered as the primary socializing agents. But in present era, the basic structure of these agents has been changed. The role of these agents regarding socialization has been changed with the role of mass media, particularly television. Now norms of families have been changed and children are getting messages from mass media with greater influence rather than parents, school, church and community etc (Signorielli, 1989).

Cable television was started by John Walson and Margaret Walson in 1948. John Walson was also the first cable operator to use microwave to import distant television stations, the first to use coaxial cable for improved picture quality, and the first to distribute pay television programming (Encyclopedia, 1986).

According to the theory of mind development exposure to different forms of media can be affected on children's development of theory of-mind as exposure to storybooks, movies, and television provide information about world which may influence on mental development of children. By the age of 4 years, children have begun to develop an understanding of the mental states of others, known as a theory-of-mind (Astington et al, 1988).

Television plays an important role in children's cognitive and social development. The role that Television plays in socializing children is highly considerable. Television can be educational and beneficial, but their negative influence on children such as the aggression and violent activities are causing in-depth concern to parents and educators around the world, especially in Pakistan. Children increase their viewing time gradually with growing age and often it creates the clash between the viewers of different age group on preference and selection of programs. Usually parents would prefer the serials, debate programs and news channels while children like to watch favorite cartoons. There is also any sort of contradiction on selection of programs between girls and boys. Researcher found by this article that cable television provides a lot of programs on different channels and it is highly influenced on the personality building process. It is directly influence in both social and antisocial scenario. Violent programs generate aggressive behavior which is sometime idealized by most of the children. It can become the major cause of personality disorder (Tariq, 2008).

Children who tend to watch more TV and be more violent, as mostly those children belong to poorer families and have lower IQ scores. The relationship between heavy TV viewing habit and other behaviors are just affected by common causes. It is considered that those children who spend their more time in the front of television are tend to have less IQ score and majority of them are involved in violent behavior (Macbeth, 1997). The exposure of children to highly exciting movies is negatively influenced on their emotional health. It generates the problem of mood disorder as some younger children can not differentiate that programs they watch on television is a reality program or not. Every kind of TV shows either it has humorous, realistic or violent program will directly influence on their behavior (Rauf, 2011).

1.1 Objectives

The present study was aimed;

- To find out the impacts of cable television on children's socialization.
- To understand the relationship between violent programs and aggression among children.
- To find out the affects of cable television on children's educational outcome.

2. Significance of Study

The present study was important as children of any nation are considered as the coming future of any society. Like all other socializing agents, cable television plays a crucial role in the mental development of the children. Children are influenced by the impressive cultural and traditional standards and values presented on the television programs. The violent programs on television also lead toward the aggressive behavior. Moreover, children could not pay proper attention on educational performances which become the cause of their poor educational outcome. The study was aimed to find out the reasons behind their interests and what are its impacts on their socialization.

3. Research methodology

The present research was quantitative and descriptive in nature and researcher used survey research method. The population of the study was parents from District Sargodha because study was conducted to acknowledge the impacts of exposure to cable television network and this group is highly connected segment with daily routine of the children and considered well aware to the

problem. To, calssify population, multistage sampling technique was applied. At 1st stage, tehsil Sargodha was selected by using simple random sampling and at 2nd stage four union councils (Sattlite town Sargodha, Jameel Park Sargodha, Gil Wala Sargodha & Kot Farid Sargodha) were selected randomly. At third stage, hundred respondents were selected from given union councils conveniently. The tool for the data collection which has been used in this research was questionnaire. The data was analyzed by the help of statistical software SPSS as descriptive statistics was used to summarize and describe the data whereas inferential statistics such as Chi-square and Gamma test were used to examine the relationship between predictors and response variables.

4. Results and Discussions

Descriptive Analysis

Table 1

Socio-demographic Information of the respondents

Gender	Frequency	Percentage
Male	52	52.0
Female	48	48.0
Total	100	100
Age (Years)		
21 to 30	45	45.0
31 to 40	31	31.0
41 to 50	15	15.0
51 to 60 and above	9	9.0
Total	100	100

Table 1 showed that 52% respondents were male and 48% were female, so at least half of the respondents were male and half of the respondents were female. The table showed the distribution of the respondents regarding their age as 45% respondents were those whose age is 21 to 30 years, 31% respondents were those whose age between 31 to 40, 15% respondents were those whose age is between 41 to 50 and 9% respondents were those whose age was 51 to 60. So the majority of respondent were 21 to 30 year old.

Table 2:Major Findings of the Research

Statement	Agree	Neither agree nor disagree	Disagree
1. Cable television is very helpful in the learning process of children.	64%	10%	26%
2. During watching television children do not like parents interference.	81%	6%	13%
3. Children learn gender roles through T.V programs.	62%	21%	17%
4. Cable television keeps the children engage every time.	76%	17%	7%

5. Children learn uncultured/ uncivilized language/words from some programs/dramas.	80%	12%	8%
6. Cable channel keep children away from healthy physical activities.	69%	18%	13%
7. More exposure to T.V programs develops personality disorder in children.	63%	26%	11%
8. Excessive watching by children creates physical/ health problems in them.	80%	8%	12%
9. Over television exposure affect I.Q level of children.	67%	15%	18%
10. Over indulgence in television negatively affect the academic performance of children.	84%	8%	8%
11. Some programs educate children through entertainment.	80%	15%	5%
12. Children become more self-centered due to watching television.	67%	25%	8%
13. Cable television is a tool of promoting vulgarity among children.	76%	11%	13%
14. Some movies promote violence and aggression among children.	89%	6%	5%
15. Their sleep timing is disturbed due to watching T.V programs late night.	88%	9%	3%
16. Some children are facing eye sight problems due to spending more time on T.V.	95%	4%	1%
17. They face the problem of short memory in older age.	62%	25%	13%
18. Children become brand conscious due to the greater use of cable television.	70%	29%	1%

The results clearly indicated that majority i.e. 64% total respondents were agreed that Cable television is very helpful in the learning process of children. It is also important to highlight that majority i.e. 81% respondents were agreed that during watching television children do not like parents interference. The results showed that majority i.e. 62% of total respondents was agreed that children learn gender roles through T.V programs. The gathered data revealed that majority i.e. 76% total respondents were agreed that cable television keeps the children engage every time and 80% total respondents were agreed that children learn uncultured/ uncivilized language/words from some programs/dramas. Majority i.e. 69% of total respondents was agreed that cable channel keep children away from healthy physical activities. Results showed that majority i.e. 63% of total respondents were agreed that more exposure to T.V programs develops personality disorder in children and 80% respondents were agreed that excessive watching by children creates physical/ health problems in them. Majority i.e. 67% of total respondents was agreed that over television exposure affect I.Q level of children and majority of almost 84% respondents were agreed that over indulgence in television negatively affect the academic performance of children. Majority i.e. 80% total respondents were agreed that some programs educate children through entertainment. Majority of 67% respondents were agreed that

children become more self-centered due to watching television. Majority of i.e. total 76% respondents were agreed that cable television is a tool of promoting vulgarity among children. Majority i.e. 89% of total respondents was agreed that some movies promote violence and aggression among children and 88% respondents were agreed that their sleep timing is disturbed due to watching T.V programs late night and Majority i.e. 95% total respondents were strongly agreed that some children are facing eye sight problems due to spending more time on T.V. Majority i.e. 62% of respondents were agreed that they face the problem of short memory in older age and majority i.e. 70% total respondents were agreed that children become brand conscious due to the greater use of cable television.

Bi-variate Analysis

Hypothesis 1

“Exposure to cable television plays a significant role in learning uncultured/ uncivilized language/ words among children.”

Table 3

Cross tabulation between “Children spend most of their time in the front of television.” and “Children learn uncultured/ uncivilized language/ words from some programs.”

Children spend most of their time in the front of television.	Children learn uncultured/ uncivilized word/ language/ words from some programs.			Total
	To greater extent	To some extent	Not at all	
To greater extent	66	7	3	76
To some extent	11	5	1	17
Not at all	3	1	3	7
Total	80	12	8	100

Chi-square (X^2) = 30.564, d.f = 4, Gamma = .629, P = 0.000** = Highly significant

The table 3 illustrates that there is association between Children spend most of their time in the front of television and Children learn uncultured/ uncivilized language/ words from some programs. Chi square value (30.564) shows a highly significant ($P=.000^{**}$) association between Children spend most of their time in the front of television and Children learn uncultured/ uncivilized language/ words from some programs. Gamma value shows a positive relationship between the variables. It means if Children spend most of their time in the front of television, then Children learn more uncultured/ uncivilized language/ words from some programs. So, the hypothesis “Exposure to cable television plays a significant role in learning uncultured and uncivilized language/ words among children” is accepted.

Hypothesis 2

“The exposure to cable television leads children toward more aggressive and violent behavior.”

Table 4

Cross tabulation between “Children spent most of their time in the front of television” and “Some movies promote violence and aggression among children”.

Children spent most of their time in the front of television.	Some movies promote violence and aggression among children.		Total
	To greater extent	Not at all	
To greater extent	87	7	94
To some extent	1	3	4
Not at all	1	1	2
Total	89	11	100

Chi-square (X^2) = 25.651, d.f = 2, tabulated value (Gamma) = .902, P = 0.000**= Highly Significant

The table illustrates the association between “Children spent most of their time in the front of television” and “Some movies promote violence and aggression among children”. Chi square value (25.651) shows a highly significant ($P=.000^{**}$) association between children spent most of their time in the front of television and some movies promote violence and aggression among children. Gamma value shows a positive relationship between the variables. It means if children spend most of their time in the front of television, then they show more aggressive and violent behavior. So, the hypothesis “The exposure to cable television leads children toward more aggressive and violent behavior” is accepted.

Hypothesis 3

“More exposure to cable television plays a significant role in learning power of the children.”

Table 5

Cross tabulation between “Children spent most of their time in the front of television” and “Excessive television exposure affects the learning power of the children”.

Children spent most of their time in the front of television.	Excessive television exposure affects the learning power of the children.			Total
	To greater extent	To some extent	Not at all	
To greater extent	53	5	5	63
To some extent	12	9	4	25
Not at all	2	1	9	12
Total	67	15	18	100

Chi-square (X^2) = 43.704, d.f = 4, Gamma = .742, P = 0.000** = Highly Significant

The table illustrates the association between children spent most of their time in the front of television and excessive television exposure affects the learning power of the children. Chi square

value (43.704) shows a highly significant ($P=.000^{**}$) association between Children spent most of their time in the front of television and excessive television exposure affects the learning power of the children. Gamma value shows a positive relationship between the variables. It means if they have more exposure to cable television, then their learning power will be highly affected. So, the Hypothesis “More exposure to cable television plays a significant role in learning power of the children” is accepted.

5. Conclusion

It is concluded that like all other socializing agents cable television network is highly influenced on the socialization of children. Analysis and interpretation of data have empirically confirmed that cable television plays a significant role in developing personality, attitude and behavior of children. Researcher concluded that due to excessive exposure to cable television children learned uncultured/uncivilized language/ words from some programs as their minds are not mature enough to distinguish between right and wrong. It is found that mostly children spent their time in watching cable television programs, which become the cause of their poor academic performance, low creativity and less I.Q score as they show less mental workout. Children become addicted of television and excessive television watching habit is seen to generate the violent and aggressive behavior among children. So, the present study concluded that exposure to cable television network is negatively influenced on the socialization of children.

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